LOOK

FEBRUARY 24, 1942 . . . 10¢ 12¢ IN CANADA

LABOR
A Plan to End Strikes–By Philip Murray

WAR
Hitler's New Scapegoat–the Catholics

PEACE
How America Can Win It–By Vincent Sheean

"A welcome relief from wet, messy shaves," writes a cadet at a naval air station.

"The best I have tried—and I have tried them all!" says an artillery officer.

"Just the ticket for rush shaves in the army!" writes an enthusiastic lieutenant.

"The world's greatest convenience for a man in the navy," says a U. S. naval reservist.

Now even shaving is "mechanized" for speed and convenience

IT REALLY GIVES us a thrill to go through the records of who is buying Remington electric shavers and see how many army and navy men, marines, air cadets and other service men have taken up "mechanized shaving."

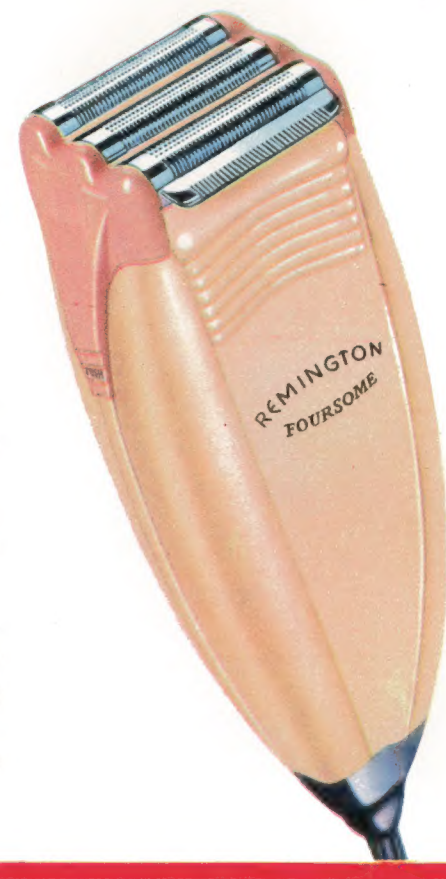
And you ought to read the swell comments they make:

"It's the answer to a soldier's prayer!" says one sergeant.

"A godsend when the prospect of an inspection jams the washrooms!" reports a draftee.

"We are inspected every day and I have yet to receive a demerit for 'improper shave,' thanks to my Remington," writes a flying cadet.

These are just a few of the thousands of similar comments. Can you blame us for feeling mighty good when we realize how much our product is helping the boys who are helping America? *General Shaver Division of Remington Rand Inc., Bridgeport, Conn. Service stations at Remington offices in more than 130 cities in U. S. and Canada.*



REMINGTON ELECTRIC SHAVERS

Do You see a Child?
No, I see the Future of America.

What—in this Little Girl?
Yes, and in the Woman She Will Be.

We see her True and Helpful and Smiling —with a Smile that owes much to her lifelong use of Ipana and Massage.

IN THIS serious young face you can see the hopes of an adoring mother—a proud father. Serious or smiling, that small face is all their world—present and future. How grateful such parents must be to the teachers of America who are doing so much to bring such youngsters to the years ahead, strong in mind, sturdy in body and—*smiling!*

Yes, smiling! For in schools all over this land, devoted teachers* are giving time to the dental health of their charges as well as to their mental growth. In thousands of classrooms throughout the country, youngsters such as this small girl are being taught a lesson many adults have yet to learn—*the importance of firm, healthy gums* to bright teeth and sparkling, attractive smiles.

**In 1941 at the request of over 85,000 teachers, Ipana provided charts, teaching helps and other material for use in dental hygiene classes in American schools.*

Never Ignore "Pink Tooth Brush"

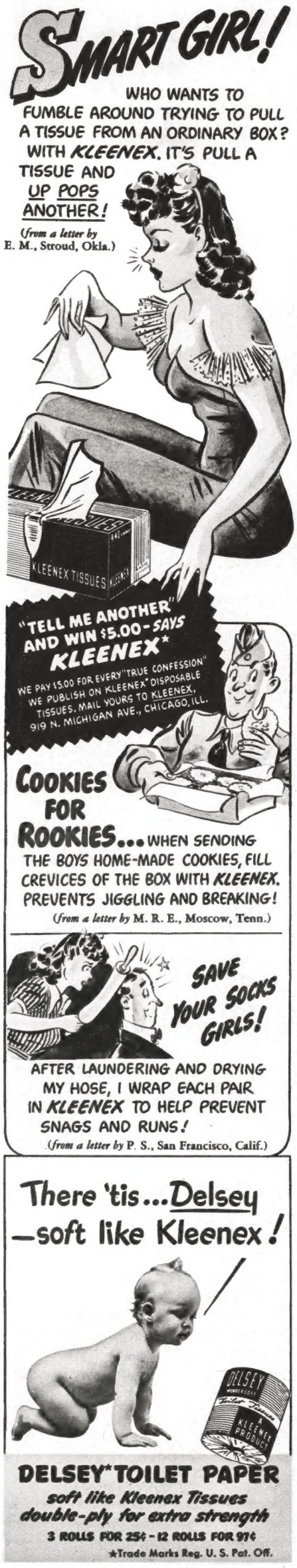
If you see "pink" on your tooth brush—*see your dentist.* It may not be serious—but let him decide. He may simply say your gums have become sensitive because today's soft foods have robbed them of natural exercise. And, like so many dentists, he may suggest "the help of Ipana and massage."

For Ipana is designed not only to clean teeth but, with massage, to aid the health of the gums. When you massage your gums with Ipana, that stimulating "tingle" means gum circulation is increasing—helping gums to healthier firmness.

So get a tube of economical Ipana Tooth Paste today. Let Ipana and massage help you to brighter teeth, firmer gums, a more sparkling smile.

Ipana Tooth Paste

Product of Bristol-Myers


SMART GIRL!
WHO WANTS TO FUMBLE AROUND TRYING TO PULL A TISSUE FROM AN ORDINARY BOX? WITH KLEENEX. IT'S PULL A TISSUE AND UP POPS ANOTHER!
(from a letter by E. M., Stroud, Okla.)
KLEENEX TISSUES
"TELL ME ANOTHER" AND WIN $5.00 - SAYS KLEENEX*
WE PAY $5.00 FOR EVERY "TRUE CONFESSION" WE PUBLISH ON KLEENEX* DISPOSABLE TISSUES. MAIL YOURS TO KLEENEX, 919 N. MICHIGAN AVE., CHICAGO, ILL.
COOKIES FOR ROOKIES... WHEN SENDING THE BOYS HOME-MADE COOKIES, FILL CREVICES OF THE BOX WITH KLEENEX. PREVENTS JIGGLING AND BREAKING!
(from a letter by M. R. E., Moscow, Tenn.)
SAVE YOUR SOCKS GIRLS!
AFTER LAUNDERING AND DRYING MY HOSE, I WRAP EACH PAIR IN KLEENEX TO HELP PREVENT SNAGS AND RUNS!
(from a letter by P. S., San Francisco, Calif.)
There 'tis...Delsey —soft like Kleenex!
DELSEY
A KLEENEX PRODUCT
DELSEY* TOILET PAPER
soft like Kleenex Tissues
double-ply for extra strength
3 ROLLS FOR 25¢ - 12 ROLLS FOR 97¢
*Trade Marks Reg. U. S. Pat. Off.

LOOK

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COVER picture shows what happens when a pretty girl goes to a naval base. Photographer Paul Hesse had a job at San Diego, and Elyse Knox—Mr. Hesse's fiancee as well as favorite model—went along for the ride. A sailor with a camera induced her to pose with a group of his buddies. One thing led to another, until Mr. Hesse spied Elyse at the center of a mob scene. He dashed up quickly —not to rescue her but to climb atop a cannon and take this picture.

★

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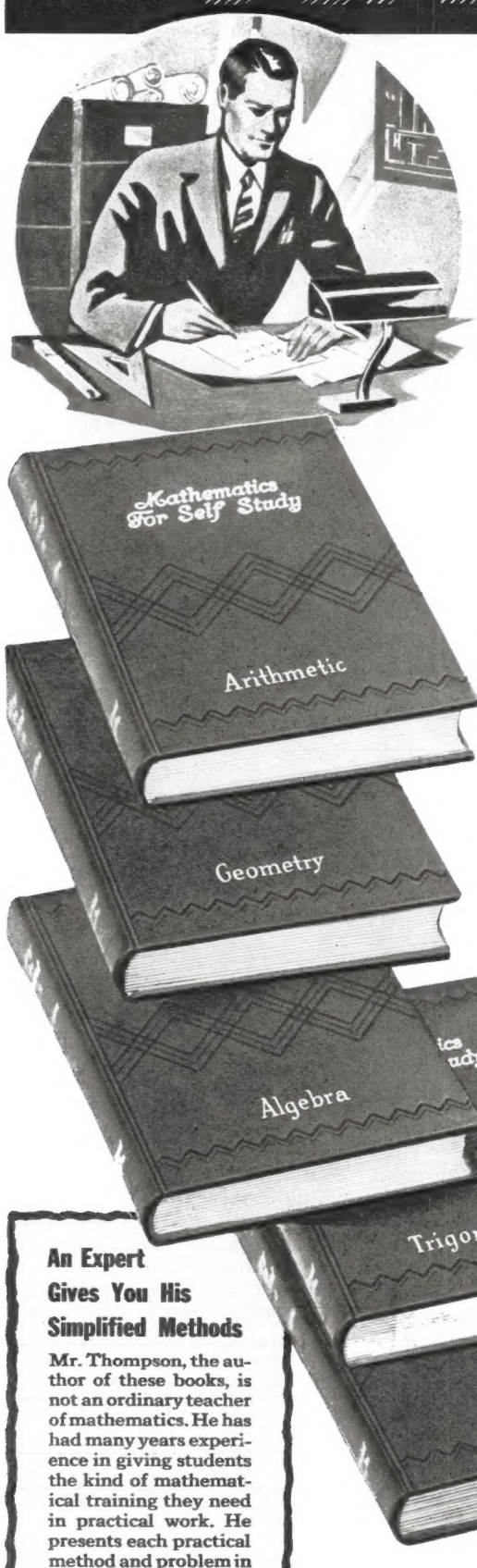
THIS COMPLETE, SIMPLE, PRACTICAL COURSE FOR SELF-INSTRUCTION WILL QUICKLY GIVE YOU

a complete mastery of MATHEMATICS



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PREPARE now for an important job in America's busy wartime industries – learn mathematics. Mathematics is the basic requirement of all mechanical and scientific work, and of all business or industry based on science. Without this essential knowledge even the most capable man is left behind while others forge ahead to better jobs, bigger contracts, more money. You need mathematics to understand all technical work, to supervise operations, to improve, speed up and check on your work and the work of others. Such basic training is quickly recognized today and gladly paid for. It singles you out from the crowd and gives you an advantage whether it is a matter of a job, a promotion or a contract.

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Don't let appearances fool you, mathematics is *easy*. You can get these books on approval and see for yourself how much enjoyment you will have while getting this valuable training and solving interesting practical problems that puzzle your friends and fellow workers. In no time at all you will be tackling with ease the most difficult question on this subject.

A Complete Course and Reference Library in These Five Volumes • 1,598 Pages • Illustrated

ARITHMETIC: Starting with a quick review of principles, this volume presents all the special calculation methods used in business and industry which every practical man should know. Fundamental in all computations in engineering, both military and civilian. Essential methods for rapid calculation such as is needed in firing guns, setting lathes, etc. Systems of measurement and their computation required in machine work. Hundreds of other applications to technical work.

ALGEBRA: Starting with simple practical problems, this book shows you, step by step, how to apply algebraic methods to the most complex problems. Shows how to solve problems in military and industrial work relating to machines, engines, projectiles, ships, planes, etc. Logarithms and slide rule, and many other practical applications.

GEOMETRY: States clearly all needed facts about plane figures, circles, polygons, etc. Covers all the topics essential in drafting and engineering. Deals with angles, triangles, circles, and the many other geometric figures that are basic to engineering design. Sheet metal work, so important in airplane construction, is a direct application of these principles. So also is the laying out of ship hulls. The properties of circles and spheres explained in this volume also apply directly in navigation.

TRIGONOMETRY: This volume makes easy the principles of angles and triangles, shows you how to use tables that explain their functions. Practically every problem in machine work, land surveying, mechanics, astronomy, navigation and range finding is solved by methods of trigonometry. Methods are explained here in the most simple way with actual examples of calculations of height and distance as applied directly to the sighting of guns and the determination of the position of a ship at sea, the construction of buildings and fortifications, the cutting of gears, etc., etc. All necessary tables for making these computations are furnished.

CALCULUS: You will enjoy mastering calculus in this interesting new way and will find it will enable you to solve problems that can be solved in no other way. This branch of mathematics deals with rate problems. It is essential in computation involving objects moving with varying rates of speed. It also enables us to find the most efficient design for any kind of mechanism, engine, or moving vehicle. Typical problems included in this book are the calculation of the velocity with which a man supported by a parachute strikes the ground, the path of a bullet or shell, the work done by expanding gas or steam (which is applied directly in the design of guns).

These are but a few of the hundreds of practical subjects simplified and clearly explained for you in this complete 5-volume illustrated reading course in mathematics.

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All over the country industry is rapidly expanding to meet the needs of our gigantic war-time program. Trained mechanics and technicians are in urgent demand. In many lines there are more jobs than men prepared to fill them.

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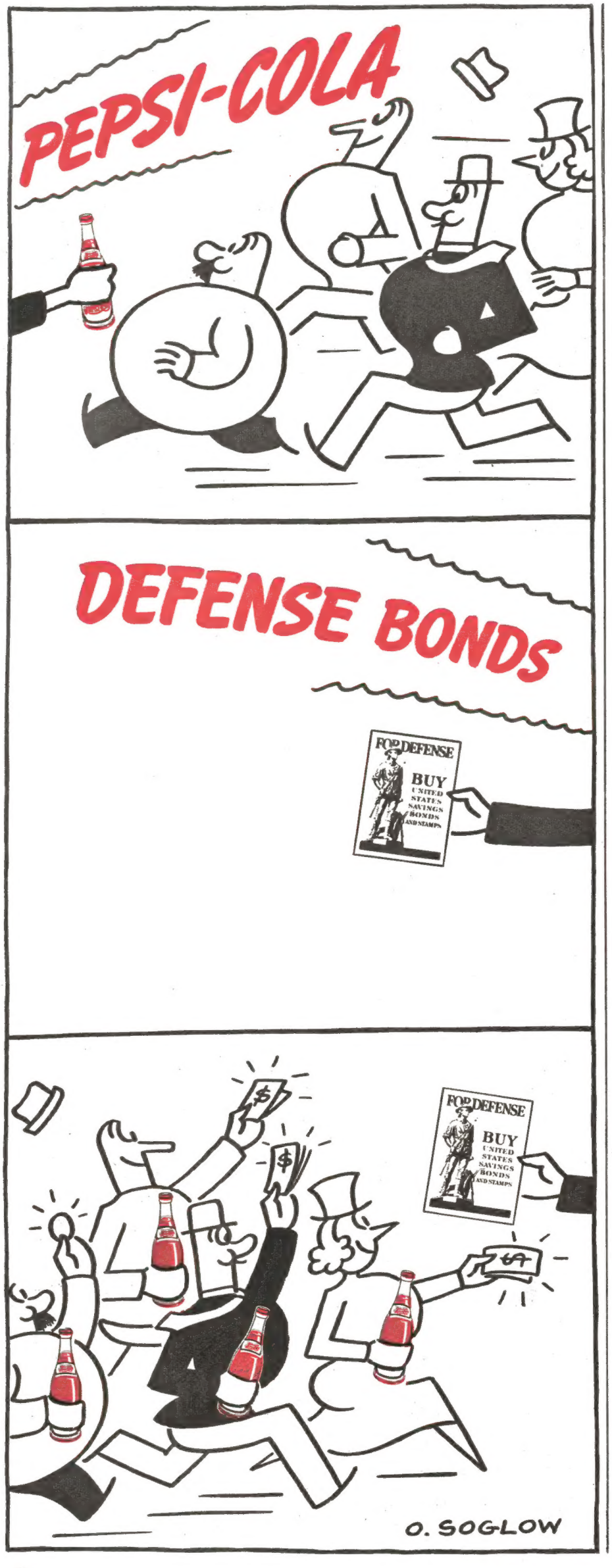


Fudo-Myo-O, god of war, worshiped by Japanese

To the Editor: The accompanying photo is a reproduction of a painting of the war god of Japan, Fudo-Myo-O. It once hung in the private shrine of a wealthy Japanese dealer in marine products, where it was worshiped by hundreds of his employees.

Fudo, The Immovable, worshiped by millions of Japanese, occupies a position of honor among the many Buddhist deities even in peacetime. With Japan at war, Fudo is elevated to a position of universal worship among Japanese Buddhists. Statesmen and military leaders appeal to him for power to think clearly and command dispassionately; he endows the soldier with zeal and bravery.

Fudo-Myo-O is pictured here in all his terrible splendor. Though he is ready for instant combat, his posture, with upturned foot, symbolizes complete Buddhist self-mastery. He holds the golden two-edged sword of truth and the "prayer chain," each link of which represents an eternal verity spoken by the Great Buddha. His jewels attest his power and authority. On his head is the sacred lotus, symbol of the cycles of existence through which one must pass to attain nirvana, or "nothingness."

While so-called emperor worship is inherent in the Japanese philosophy — the philosophy known as Shinto—the fact remains that Buddhism is THE religion of Japan. There is no conflict between Shinto and Buddhism, for all Japanese must at least pay lip service to Shinto.

The fervent nationalism of Shinto, personified in the emperor, and the calculating religious contemplation of Buddhism, idealized in Fudo, The Immovable, form perhaps the strongest combination of forces which we who are at war with Japan must combat.

Frederick W. Brown
Floral Park, N. Y.

from LOOK readers

To arms, girls!

To the Editor: A soldier with a swell-looking girl on his arm may make a good cover subject (LOOK, Dec. 30), but it's just a laugh to us boys in the

LOOK'S cover, Dec. 30

service. I've yet to meet the girl who will hang on my arm or on the arm of any other soldier in uniform.

Sgt. Charles W. Snell
Camp Callan, San Diego, Cal.

Note on swing shifters

To the Editor: We were pained to learn of the trials and tribulations of the swing shifters ("Swing Shift"—LOOK, Jan. 13). I quote: "Most of the swing shifters are young and would like to get a little fun out of the $40 to $60 they earn each week."

We, too, are defense workers; we frequently work more than the prescribed 40 hours per week. As yet, we haven't received overtime. Our employer appreciates our efforts, however; after four months on the job, we receive approximately a 40-percent increase in pay.

We feel sorry for the swing shifters. If there is anything we can do to alleviate the sufferings of this underprivileged group, let us know.

This letter was written under the following circumstances: New Year's Day, torrential downpour, six guys in a tent with no place to go. But it was written in the spirit of fun, and we hope it will be accepted that way.

Pfc. William F. Murphy
" Nathan Grundfest
" Martin Frei
" Joseph Ciborowski
" Micheil Fiore
Sgt. Joseph Grabko

42nd Engineers, Camp Shelby, Miss.

Author cites prediction

To the Editor: Noting, in LOOK for Dec. 30, how nearly all the experts were caught flat-footed by the Japanese war, I want to present an amazing "I Predict" made by "B.T.R.," Ottawa correspondent of the Winnipeg (Canada) *Free Press.*

On Nov. 2, 1940, he wrote, in part: "The break will come first between Japan and the U. S. A. The U. S. Pacific fleet will co-operate with British Pacific naval forces, with the first phase of U. S. participation confined to blockading Japan. Most observers think the U. S. fleet can squeeze Japan until the Japs gasp for breath. But new plans have to be worked out to maintain war supplies for Britain while arming at home."

Jerome Beatty
Roxbury, Conn.

Britain's "revolution"

To the Editor: I have just been enjoying Samuel Spewack's article, "What's Happening to the Rich in England," in your Dec. 2 issue.

Frankly, I think Mr. Spewack has been carried away by upper-crust hospitality. The tug of war between progressive and reactionary elements over here is much more intensive than his optimistic picture suggests.

But the revolution has come, all right, peacefully, in a sense, as we wanted it, but as much from the hitherto ineffective Left as the complacent Right. There are quite a number of progressive-minded Tories doing fine work, as Mr. Spewack says, but when the bulk of them have their minds rooted in the days of Queen Victoria they are not letting go of their powers with ease and grace.

The home front has been one long dogfight over wages and prices since the war began, and nobody knows when or how it will end. A lot of us are relieved that the U. S. has entered the war, not from the selfish military point of view but from the fillip it will give the progressive elements in this country.

In time, Americans will learn that we are not *really* a nation of monocled lordlings and H-dropping slum dwellers. At heart we are still the tuf-an'-ugly jingoes of Kipling's day, whose ancestral cousins drew up the Declaration of Independence. Many of us think it is high old time we signed a new Declaration right here and now in London.

Frank Edward Arnold
News Chronicle
London, England

Man's best friend

To the Editor: In connection with your article, "William Debetaz Trains Seeing Eye Dogs" (LOOK, Feb. 10),

Mr. Hadfield and Luxie

I am sending you a picture of my wonderful and beautiful guide dog, whose name is Luxie.

He is official mascot of Post No. 8, American Legion, Los Angeles, and of Los Angeles Chapter No. 5, Disabled American Veterans. As for myself, I wish only to be mentioned as Luxie's master.

Norman C. Hadfield
Los Angeles, Cal.

Tom's morning is a total loss

TOM NEEDS A LAXATIVE: but he's going to call on a customer at 10.

Scared to risk interruption of a sale, he postpones taking anything—postpones needed relief.

SO TOM HAS A TOUGH MORNING! Symptoms of constipation make him dull and heavy-eyed.

He shows no enthusiasm in presenting his merchandise. Business is minus—and so is he!

Business smiles on Dick!

DICK NEEDS A LAXATIVE: he's also calling on a customer around 10.

But Dick doesn't put off till tonight taking the laxative he needs this morning. He relies on speedy Sal Hepatica!

SAL HEPATICA brings gentle, thorough relief, before Dick leaves home.

Dick is ready for business—so business is ready for him. No wonder his order book fills up fast!

Whenever you need a laxative —take gentle, *speedy* Sal Hepatica

NEVER PUT OFF till tonight the laxative you should take this morning. Discover speedy, gentle Sal Hepatica! Why is it

the favorite laxative of millions? Because it acts fast—usually within an hour. Because it acts gently, thoroughly . . . by attracting needed liquid bulk to the intestinal tract without discomfort or griping.

Sal Hepatica is a favorite, too, because it helps counteract excess gastric acidity; helps turn a sour stomach sweet again.

No wonder 3 out of 5 doctors interviewed recommend this sparkling saline.

Next time *you* need a laxative, take speedy Sal Hepatica!

SAL HEPATICA

Product of Bristol-Myers

"TIME TO SMILE!" Tune in **EDDIE CANTOR**—Wednesdays at 9 P. M., E. S. T.

THE ANSWER ISN'T DOUSING!

"Dousing" with water or anything else when you groom your hair robs it of its natural good looks. Instead . . . try the 'Vaseline' Hair Tonic method (described below). Your hair will be neat all day . . . yet keep its natural lustre!

WANT HANDSOME HAIR?

...THEN CHECK DRY SCALP!

SOMETIMES you can tell you have Dry Scalp because your hair looks dull and lifeless. But often you don't suspect, until falling dandruff and hard-to-manage hair clearly show neglect.

Don't wait. Start now to keep your hair handsome, healthy-looking. Protect yourself against Dry Scalp . . . this quick yet effective way:

(1) EACH MORNING, shake a few drops of 'Vaseline' Hair Tonic on your comb and run it through your hair. 'Vaseline' Hair Tonic has special properties that are ideal for fighting Dry Scalp.

(2) EACH WEEK, before a shampoo, massage vigorously with plenty of 'Vaseline' Hair Tonic. For the sake of your hair and your appearance, buy a bottle today.

'Vaseline' Hair Tonic is different, containing no drying ingredients.

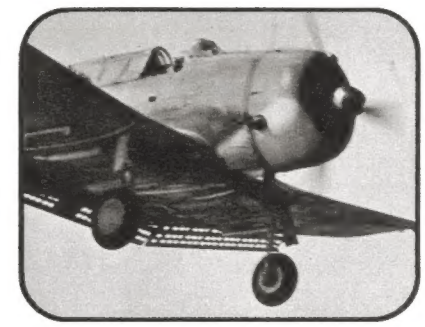
By actually supplementing the natural scalp oils, 'Vaseline' Hair Tonic aids in keeping the scalp supple . . . the hair lustrous, well-groomed and natural-looking. Try it!

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Photoquiz

BY LESLIE CAMPBELL

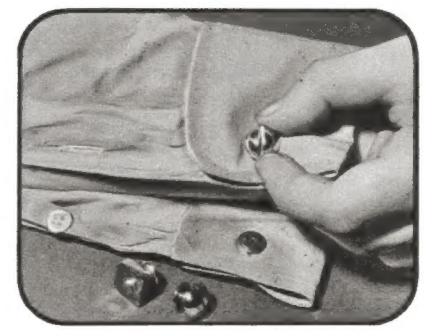


1 This plane has perforated:
(a) wing flaps *(c) hedgehoppers*
(b) sound detectors *(d) chocks*

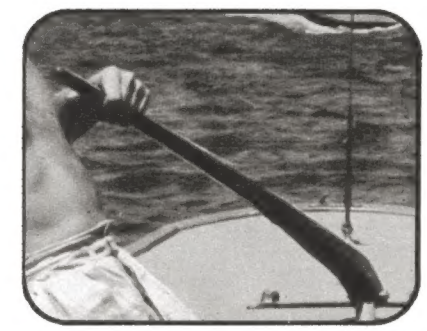
2 The officer is giving a talk on:
(a) cavalry tactics *(c) artillery*
(b) mine laying *(d) reconnaissance*

3 On the bed is a blanket with smooth:
(a) ticking *(c) basting*
(b) binding *(d) tufting*

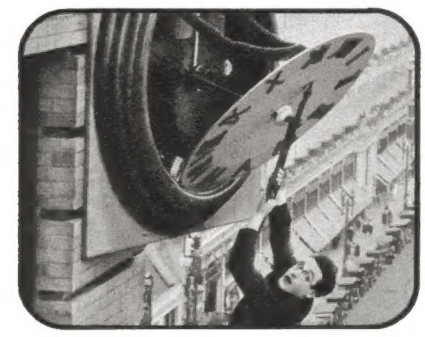
4 Within easy reach is a bottle of:
(a) cider *(c) gin*
(b) rock and rye *(d) champagne*



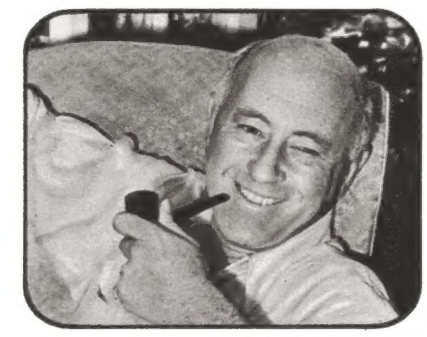
5 You can tell that his shirt has:
(a) French cuffs *(c) biased cuffs*
(b) pleated cuffs *(d) tuck-in cuffs*



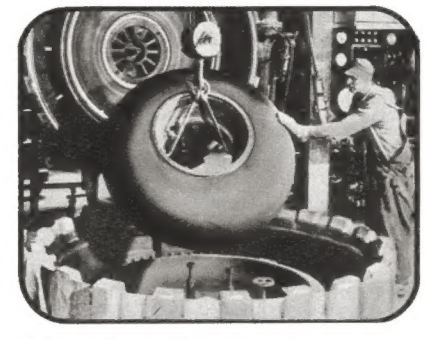
6 The sailor has a firm grip on the:
(a) tiller *(c) taffrail*
(b) stanchion *(d) lanyard*



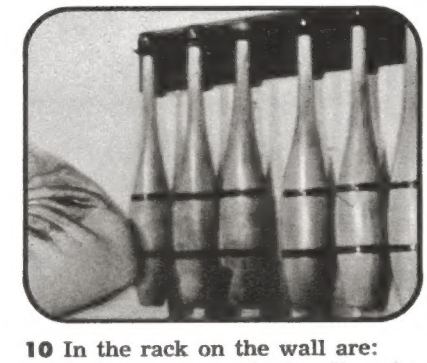
7 Do you recall this famous scene in:
(a) "Birth of a Nation" *(c) "Greed"*
(b) "Cavalcade" *(d) "Safety Last"*



8 Decide that this man's name is:
(a) W. C. Fields *(c) Cecil B. de Mille*
(b) Orson Welles *(d) John Barrymore*



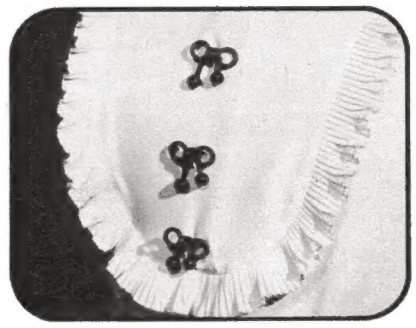
9 This tire will see service on a:
(a) jeep *(c) half-track*
(b) plane *(d) tricycle*



10 In the rack on the wall are:
(a) belaying pins *(c) bowling pins*
(b) quoits *(d) Indian clubs*

While Photoquiz does require a fund of general information, you needn't be a walking encyclopedia to make a good score. The most important thing is an eye for details. To get the best results, study each picture carefully; then check your conclusions against the four answers listed. Select the one you think fits into the pattern. Each correct answer counts five; 65 is average; 75, good; 85, excellent. Answers are on page 65.

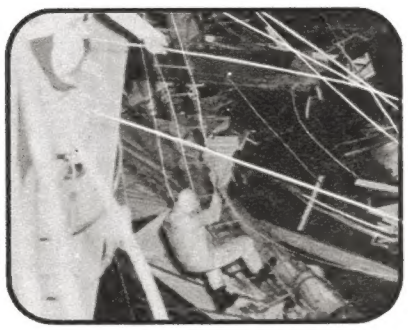
11 Simone Simon holds a glass and a:
(a) decanter *(c) brandy warmer*
(b) truncheon *(d) tureen*



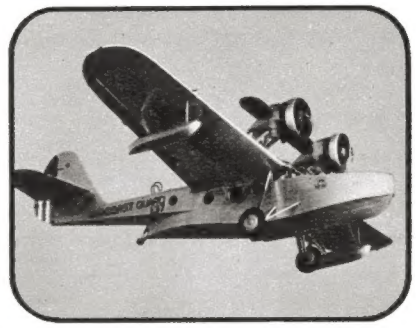
12 These buttons are shaped like:
(a) bowbells *(c) bowknots*
(b) overhand knots *(d) furbelows*

13 On his head the sailor wears a:
(a) sou'wester *(c) beaver*
(b) reefer *(d) poncho*

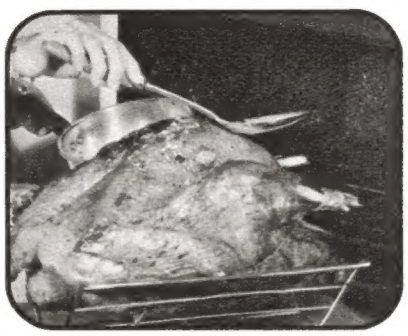
14 We saw this young miss at the:
(a) theater *(c) race track*
(b) horse show *(d) prize fight*



15 The seaman is climbing up the:
(a) stringpiece *(c) breeches buoy*
(b) Jacob's-ladder *(d) gangway*



16 This plane is correctly called:
(a) a seaplane *(c) a Stratoliner*
(b) a dive bomber *(d) an amphibian*



17 At the moment, the bird is being:
(a) drawn *(c) fricasseed*
(b) quartered *(d) basted*

18 She's braving the surf, wearing:
(a) jodhpurs *(c) hip boots*
(b) chaps *(d) sampans*

19 At a lumber camp we saw this:
(a) logroller *(c) pile driver*
(b) crane *(d) donkey engine*

20 He is now in full command in:
(a) Iceland *(c) Libya*
(b) the Far East *(d) Greenland*

It was
BINGO
for
BUTTERCUP

when she
scrapped the
double O

OF COURSE Buttercup's "dated up" a lot oftener since she got wise to the "Double O" (Offensive-looking teeth; Offensive breath)! Naturally a girl with a bright, attractive smile and pleasant breath stands a better chance than a girl who has the "Double O."

What To Do About It

If *you've* been careless about this double offense, why not get after it with the delightful double precaution that so many wise and popular women use?

For the teeth, the new Listerine Tooth Paste. It's the result of 8 years' work on the part of experts in the field of oral hygiene. This new paste is created especially to help bring out the natural beauty of your smile. It does a remarkable job on dull, dingy teeth, removing cloudy, loose deposits. Many women say they can see its beautifying effects in a surprisingly short time!

And for a sweeter breath—Listerine Antiseptic, of course. Listerine quickly halts food fermentation in the mouth, a frequent cause of halitosis (bad breath).

Delightful Daily Double

If you want to make a good impression on others, never neglect the "Double O" (Offensive-looking teeth; Offensive breath).

Start in today with the delightful Listerine Daily Double: Listerine Tooth Paste for an attractive smile and Listerine Antiseptic for a more agreeable breath.

LAMBERT PHARMACAL CO., *St. Louis, Mo.*

LISTERINE ANTISEPTIC *and*

the double precaution against double O

Offensive breath
Offensive-looking teeth

To any enemy more than 10 feet away, this U. S. soldier would be virtually invisible, thanks to his newly developed sniper's suit. A masterpiece of camouflage,

ENGINEERS CONCEAL a field piece by placing it in a hole in the ground and covering the area with a net shed draped with strips of green cloth.To airmen or distant observers it looks like a grass mound.

The New War of

U. S. experts camouflage everything from men to airports

In this war, camouflage has become vastly complicated and scientific. The development of airplanes, radio, and long-range detection devices has made it more difficult, more important.

Against an enemy who can strike swiftly and over great distances, one must be prepared with proper concealment of important objectives. Furthermore, camouflage is not only a weapon of defense. It is also important in adding the vital surprise element to attack.

Profiting from the bitter experience of the British, who learned they must camouflage not only men and guns but factories and cities, the U. S. is developing tricks close to magic.

Clothing is devised which turns a soldier into a sprig of spring greenery or a pile of autumn leaves. Buildings are made to look like patches of forest. Airports are patterned into stretches of cultivated farm land. Objectives are covered with special infrared paint so they will not show up in aerial photographs.

In addition to making the protected object look like something else, the *camoufleur* confuses the enemy by making something else look like the object. Parallel plowed furrows seem to be railroad tracks to the aviator. Dummy guns, fake

this costume is made of printed cotton, turns its wearer into a seeming bit of foliage the way the Russians' white garb blends them into the snow.

Hide-and-Seek

airplanes and even false villages are constructed to draw enemy fire from real targets.

Night bombers are painted with lampblack and, although they don't achieve the ideal result imagined in the cartoon below, they are mighty hard to find or hit. Battleships are painted gray to blend into the seascape. (The zig-zag effect used in the last war was not intended to hide the ship, but to confuse the gunner's aim.)

The Army center of America's camouflage experiments is Ft. Belvoir, Va., where these rare pictures were taken. Engineers there are working on tricks that will give America the 20th-century equivalent of the famed Greek wooden horse.

"Wonderful job of camouflaging they did on this model."

Copyright, 1941, by Esquire, Inc.

Hiding an Airport

ON A SCALE MODEL of the surrounding area, camouflage technicians work out a plan to hide an air field. Buildings are made to look like foliage; roads and fields are imposed on telltale open spaces.

CONTINUED ON NEXT PAGE

Hiding a Headquarters

THE SOLDIER IS GUARDING not a worthless dump heap but a vital field headquarters post carefully hidden under a disarming pile of refuse. In this type of camouflage—particularly useful in the absence of woods—the idea is not to try to hide the objective but to turn it into something that looks unimportant.

Hiding a Barracks

GREEN AND BROWN STRIPS OF CLOTH spread upon chicken wire turn this barracks into part of the surrounding woods—as far as an airman could make out.

Hiding with the Seasons

COMPARISON WITH REGULAR GARB shows merit of camouflage suits. Man on left is ready for thick summer foliage, man on right for thin spring or fall setting.

END

A Permanent Solution for AMERICA'S "LABOR PROBLEMS"

President of the C.I.O. warns that the War Labor Board only enforces a truce—he offers his own plan for peace and all-out production

BY PHILIP MURRAY

EDITOR'S NOTE: *The author of this article is the President of the C.I.O., a tremendously important figure in labor-management relations. As such, his opinions are important to all Americans.*

LOOK *does not advocate or oppose Mr. Murray's plan. It merely serves as the forum in which he presents his ideas. The public, of which labor and management are parts, must be the judge of their worth.*

"Every kingdom divided against itself is brought to desolation, and every house divided against itself shall not stand."

That wisdom out of the Bible has been driven home to us in our time. We have seen in France a fearful example of what disunity can mean. Americans today must work for unity to defeat the common foe—totalitarianism—and its threat to our democratic institutions.

We in the C.I.O. are proud that more than a year ago we advanced a plan for national unity—a practical working plan for labor peace and full production.

It provides a basis on which the three partners—management, labor and government—can agree. I urged a year and a half ago that the essential steps be taken to put that unifying plan into effect.

Another Conference Needed—Now

President Roosevelt took a first step toward unity last December by calling a conference of industry and labor. The chief result of that conference has been the establishment of the War Labor Board of 12 members—four representing labor, four management and four the public.

This board, under the chairmanship of William H. Davis of New York, who represents the public, will arbitrate industrial disputes.

I believe that sooner or later another conference must be called by the President to lay the groundwork for a system of industry councils.

Under the plan I offer, there would be a nationwide council for each branch of industry—steel, aluminum and so on. On each council would be an equal number of representatives from management and labor unions in the industry. Each council's chairman would represent government.

Philip Murray: He went into the mines at 10, in Scotland. At 18, in Pennsylvania, he was president of a miners' local of 600 men. At 26, he was an international executive of United Mine Workers. Now 56, he heads C.I.O.

CONTINUED ON NEXT PAGE

SUAVE, GENIAL, Philip Murray, thumb in vest, leaves a conference with U.S. Steel officials in Pittsburgh. Self-taught beyond the sixth grade, Murray has been a member of the Pittsburgh school board since 1918. He lives in Brookline, a Pittsburgh suburb, draws a salary of $18,000 as U.M.W.A. vice-president.

C.I.O.'s president explains his plan to guarantee industrial production "for the duration"—and afterward

The councils which I advocate (see preceding page) would represent the working brains of government, industry and labor. Each council would understand its industry. It would stimulate production and maintain industrial peace.

Take, for example, the steel industry. A study completed by the Steel Workers' Organizing Committee a year ago showed that new steel plants were being built with defense funds while plants already built stood idle. On the other hand, some steel firms had orders booked which they could not fill for years.

Let us see how a steel-industry council would break such log jams. With the national welfare its chief interest, it would take the following steps to insure maximum steel production.

1 It would allocate both outstanding and new contracts to put all plants to work.
2 It would allocate raw material among plants.
3 It would adjust labor supply to plant facilities.
4 It would, when necessary, plan housing for workers employed by expanding plants.
5 It would direct training of new skilled workers to meet rapidly developing shortages.
6 It would act as a court of last resort in labor disputes within the steel industry.

This same procedure would be followed by industry councils for munitions, aircraft and so on. Behind each council would be committees in every shop, committees composed of foremen and union stewards—the men who actually carry out the orders—who would pool their knowledge and ingenuity. I venture to predict that this pooling of brains would produce a startling increase of production in virtually every field.

The shop committees down at the grass roots would also work to settle labor disputes. I am confident that the system would virtually eliminate strikes and all work stoppages. Think for a minute how it would function.

A Shop Committee in Action

Here is a steel plant, let us say, near Pittsburgh. The plant has a rush contract for a special type of armor plate. It is working three shifts, 24 hours a day, seven days a week.

A dispute arises over working conditions in the forge shop. The argument is such that under the old setup it might lead to a strike or lockout. Instead, under the council plan, work goes on while settlement is attempted.

First the forge-shop foreman and union stewards—men who work together every day and call each other Jim and Tom—get together and try to iron out the trouble on the spot.

All this while work goes on. There is no thought of stoppage. Both sides know that the court of last resort is their own industry council. Finally the dispute reaches the council.

The council has its own labor experts who have followed the controversy. They present both sides to the council members. The council renders its decision. It is final. The dispute is settled, and not an hour of working time has been lost. Both sides have had confidence all along in the fairness of the outcome.

At the Top—a National Planning Board

Above the industry councils would be a national planning board to be formed out of the conference called by the President. This board would supervise and co-ordinate the work of all industry councils. It would serve, too, as an appeals agency in disputes between industries over allocations of materials and labor.

What is the greatest contribution that all interests could make under this plan? I firmly believe that it would be to end the disunity that has existed in this country.

There is another tremendous contribution the industry council plan could make—not to the war but the peace. I meet all kinds of people. Big executives in their offices. Workmen in mines

WITH HIS WIFE, Murray attends a C.I.O. banquet. No ties and tails. Married in 1910, the Murrays have one son, Joseph, 22, a photographer for the Steel Workers' Organizing Committee. Murray succeeded John L. Lewis as president of the C.I.O. after Lewis, having lost his appeal for election of Willkie, withdrew.

and steel mills. Men and women in government. When the subject of war comes up there are two questions they all ask: "Where is it all leading to? Where will it finally end?"

Without exception, they are fearful of what is to come when the war is over. Big and little, rich and poor, they dread a repetition of the economic disaster of the early '30's.

Under the industry-council plan, these doubts and fears could be resolved. For the industry councils would be responsible for planning post-war production. They would make plans to assure full production in each industry when the emergency is over. That is not only possible. It is absolutely essential if we are to preserve the liberties for which we are fighting.

One of those liberties is the right of labor to organize. It has been said that this should wait until the war ends. It cannot wait.

Unity Depends on Good Labor Relations

National unity depends on mutual respect—and co-operation—between labor and management. Mutual respect depends on orderly collective bargaining. That respect cannot exist if labor is unorganized. The individual worker cannot bargain for himself in mass-production industry. Not only his wages and hours but his dignity as a human being depend on organization.

The aim of good labor relations is not to determine what share of the rewards of industry and commerce shall go to management, ownership and labor. It is not to have labor assume management's authority and responsibility.

Production Is the Goal

The *goal* is to have organized labor help set up efficient production procedures and administrative policies. The *system* is to have labor co-operate with management on shop committees and industry councils. The *purpose* is to increase output and distribution of goods and services.

Out of long experience the British have learned their lesson. They know now that full production can be achieved only when the man in the mine and the man in the mill feel they are full partners in a common undertaking.

The rise in production since the Churchill government took labor into equal partnership has been one of the miracles of our time. This does not mean that strikes have been abolished in England, for occasional strikes have occurred.

There'll Always Be an England—and Strikes

Recently, the International Labor Office held a a conference in New York. Present were a half dozen representatives of British trade unionism. I was struck by what one of them said in answer to a question about strikes:

"Yes, we've had a few strikes. As long as there are Anglo-Saxon workingmen in the world, there will be strikes."

That blunt answer seemed to me to sum up a great deal of what the democracies are fighting for today. We are fighting to make sure that workers will not be enslaved, either by a foreign master or under any native effort at fascism.

The New—and Better—World Promise

Out of the sweat, toil and tears of this war must come not merely victory but the possibility of a new and better world. If the three partners—government, labor and management — can sit around a conference table in true collaboration, then that new world is already on the way.

How the Murray plan works

THE BASE—Thousands of shop committees, one in every shop, each composed of foremen and union stewards who would co-operate to speed production and to settle shop disputes.

THE BODY—Over each industry a council composed of representatives of labor, management and government. It would allocate contracts, materials and labor and settle labor disputes.

THE HEAD—A national planning board which would supervise the councils and serve as an appeals agency when disputes arose over allocation of materials and labor.

END

The old: No longer are German children, like these Catholic girls at Oberammergau in Bavaria, permitted to take part in religious observances unmolested.

Hitler's New Scapegoat – the Catholics

How Hitler hopes to destroy the last remnants of Christianity in the Reich

While German troops have been struggling desperately to hold their lines along the Russian front, Hitler has been waging a more successful war at home—against Catholicism.

The Fuehrer hopes that by the time the Wehrmacht renews the aggressive in the spring he will have blasted the last vestige of Christianity from Europe under the swastika.

On the radio, Goebbels' propaganda machine bombards the Western Hemisphere with protestations that Germany is waging a "holy crusade against atheism" in Russia. At the same time, behind a cloak of silence, Nazi leaders at home are waging an all-out crusade to stamp out religion.

Why The chief reasons why Hitler wants to wipe out Catholicism are these:

1. Hitler fears Catholicism. More than half the Germans who still attend church are Catholics. They constitute the only non-Nazi group of any force or size remaining inside Germany. As such, they have long plagued him with nightmares of possible revolution.

The basic tenets of Catholicism are at utter variance with the precepts of the Nazi new order, and many Catholics have not hesitated to make plain where their loyalties lie.

by Ernest R. Pope

Mr. Pope is an outstanding authority on conditions in southern Germany. From 1936 to 1940 he was the only American correspondent in Munich, stronghold of German Catholicism. He is the author of the new book, "Munich Playground," which describes his experiences among the Nazis.

They have refused to dedicate their souls to Hitler. They have fearlessly voiced opposition to some of Hitler's pet programs which do violence to Catholic teaching. They have been particularly vocal against his program of "babies at any price," in or out of wedlock. This program has been stimulated by proxy weddings of soldiers at the front and by state sanction of Aryan illegitimate children. Catholics have also opposed "mercy killings"—the organized murder of the aged and "hopelessly" ill and infirm—and the sterilization of physical and mental defectives.

2. Hitler needs new loot. As the financial pressure of the war effort bears down ever more heavily, Hitler has been longing to get his hands on the vast resources of the centuries-old Catholic Church, the only remaining reservoir of wealth of any size within the Reich.

This wealth includes the buildings and lands of countless churches, monasteries and cloisters and their funds and liquid assets as well. It includes the invaluable and venerated gold, silver and jeweled chalices and relics, some of which he might sell in the "black markets" of neutral countries, just as he once sold abroad the Jewish objects of art he confiscated.

During the 1938 pogroms, a billion marks were taken from the Jews in one squeeze. This represents but a fraction of the tribute which could be extorted from Catholic sources.

In the past few years, Nazi leaders have mined from the national reserve every spare bit of metal and other materials, even to the point of taking brass ash trays from state railroad cars. Only the wealth of the Church has remained relatively untouched—and that only because of the fear of neutral opinion in the Western Hemisphere. That opinion no longer counts.

3. Hitler needs more "living room" for his ideas at home as well as abroad. He must give his people more propaganda for their minds as he has less food to nourish their stomachs.

The new: In the great stadium at Vichy, these French fascist youths, in imitation of Nazi storm troopers, stage a pagan song-and-torchlight festival.

CONTINUED ON NEXT PAGE

Protagonist: Cardinal Faulhaber (center) is chief defender of the Faith.

Antagonist: Gauleiter Wagner hopes to supplant Cardinal Faulhaber.

The churches are made to order for this purpose. So brown-shirted fanatic Nazi "orators" are to take the place of venerable priests in the pulpit. They will exhort German souls to render unto Hitler that which is Hitler's and to substitute the crooked cross for the Cross of Christ.

How Hitler is applying his familiar pattern of military strategy to his war against religion. This strategy has always been to start by attacking the weakest enemy. Thus the Jews were the first to be wiped out of German life. He has saved the Catholics for the last.

Against them he is using the time-tried methods of persuasive propaganda, fifth-column tactics and outright terrorism.

Dr. Alfred Rosenberg has a plan for a Nazi state "church" which will supplant other faiths and ban the Bible. This plan has gone to the Fuehrer for his consideration. When it is put into effect, the blow will have been struck.

Hitler's fifth columnists in this war consist mainly of convinced Nazis who are also Catholics in good standing. They spread doubts in the minds of their fellow communicants and undermine the traditional teachings of the Church by denouncing them as hostile to the Nazis.

Also, in many Catholic homes, there is fifth-column penetration in the form of Nazi youth. Spurred on by their leaders, these hardened youngsters work ceaselessly to break down the faith of their elders.

Terroristic acts have already been committed against the clergy and their flocks. I witnessed many of these acts when I was in Munich.

I saw Munich's most popular priest, the one-legged war veteran Father Rupert Mayr, subjected to the humiliation of a mock trial after he had been dragged from Dachau concentration camp. Later he disappeared completely.

In order to crush the Catholics, Gauleiter Wagner must eliminate the beloved Cardinal Faulhaber

I heard rowdy Hitler youths screaming insults after Cardinal Faulhaber.

I saw adult storm troopers hurling bricks through the windows of the Cardinal's residence.

I saw entire congregations snatched from church and herded into trucks to be driven to Gestapo headquarters and the third degree.

And these instances are as nothing compared to the persecution which is to come.

Who Munich is paradoxically both the stronghold of German Catholicism and the headquarters of the National Socialist Party.

Within a few yards of each other are the flamboyant offices of Adolph Wagner, Party boss for Munich and Bavaria, and the austere residence of Munich's archbishop, revered Cardinal Faulhaber. These men come to grips as leaders in the struggle between paganism and Christianity.

One of Hitler's most trusted gauleiters, the only man permitted to read the Fuehrer's speeches for him, Adolph Wagner has been chosen to do the same sort of job on the Catholics that Julius Streicher did on the Jews. He has frequently boasted to me that he would "destroy the black plague of Catholicism in Bavaria."

To do so he must overcome the Cardinal.

Two men could not be found who better characterize their respective points of view.

Fat, noisy and sensual, beer-guzzling Adolph Wagner is pagan to the core. Posing as a patron of the arts and the theater, his tastes really run to barroom nudes and burlesque shows.

Ascetic, studious, spiritual, the Cardinal has devoted his life to the welfare of others.

Wagner is an Alsatian by birth who came to Munich after flunking out of a small German university and serving as a private in World War I. When Hitler started his National Socialist agitation in the Munich beer halls, Wagner's ability to outdrink, outcheat and outroar his fellows won him the Fuehrer's admiration and eventually his appointment as gauleiter. Wagner is now in his early 50's.

Seventy-four-year-old Michael Cardinal von Faulhaber is looked upon as a modern saint by German Catholics.

In 1934, a group of Nazis, incited by Wagner, besieged the Archbishopric, firing rifles at the Cardinal's apartment and smashing his windows. Some of these troopers were hungry children back in 1923, and the Cardinal had fed them.

In spite of his age and myriad cares, in spite of persecution, Cardinal Faulhaber has still been able to mount the pulpit and address his flock.

But for Adolph Wagner the day of which he has long dreamed may soon come—the day when he will supplant Cardinal Faulhaber in the pulpit of the Munich Cathedral which he has not dared enter for many years and, as Party orator of Dr. Rosenberg's pagan Reich church, make the sacred vaults ring with the funeral oration of Christianity in Germany.

END

The sun is the source of all energy . . . the energy of sunshine is crystallized in Dextrose sugar.

Many fruits, flowers, vegetables abound in Dextrose, the natural sugar crystallized by plant life from the glorious energy of sunshine.

The radiant *Energy* of the Sun is Crystallized in Dextrose Sugar

Dextrose helps make candy a delicious food.

ALL LIFE depends upon the sun, its warmth, its light, its power to energize. But only plant life can capture the radiant energy of the sun. In *photo-synthesis*, living plants absorb vital solar energy and store it in a simple sugar—Dextrose.

Dextrose sugar is white and crystalline; it is sweet and refreshing to taste; it is as pure as its simple ingredients—water, carbon and the energy of sunshine.

Doctors call Dextrose "body" sugar, for it is a basic "fuel" of the body. It requires NO digestion. It is promptly absorbed after eating. The body utilizes the stored energy of sunshine *directly* from Dextrose.

Food manufacturers have found that Dextrose generally improves the quality, texture, flavor and food-energy value of the foods they produce—such foods as breads, crackers, ice creams, candies, beverages, canned fruits and vegetables, jams and jellies.

These foods are available everywhere. Usually labeled "Rich in Dextrose"—they are recognized by health-minded people as prime sources of pure food energy in dynamic form.

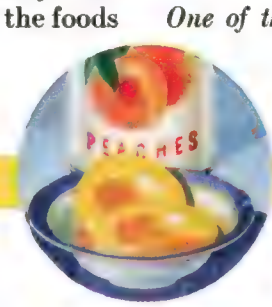
When, at no extra cost, your family can enjoy foods "Enriched with Dextrose", isn't it wise to look and ask for them? Certainly it is!

Better breads are baked with Dextrose.

Dextrose is an ALL-*American sugar, derived* ★ *from American corn, refined in American factories, distributed by American companies.*

CORN PRODUCTS REFINING CO.
17 Battery Place, New York, N. Y.
One of the Producers of Pure Dextrose Sugar

Dextrose gives finer flavor to jams and jellies.

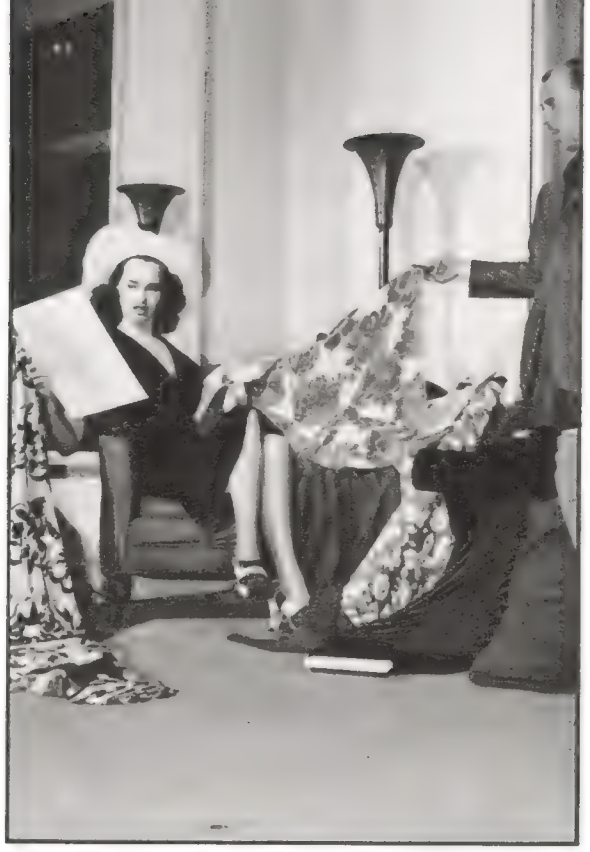


Dextrose protects the flavor and texture of canned fruits.

Dextrose adds refreshing food value to beverages.

Keep the *Energy* of sunshine in your diet — Demand foods "Enriched with *Dextrose*".

Gloria Laura Vanderbilt, daughter of Reginald Vanderbilt, niece of Cornelius Vanderbilt, watches while a good-luck nickel is placed in her wedding slipper.



GLORIA WORKS OUT her trousseau with Howard Greer, Hollywood designer. She bought 18 outfits.

SHE SELECTS her luggage in a Beverly Hills shop: four pieces, monogrammed "G De C." Cost: $130.

SHE BUYS her 50th hat (total: $3,000) at John Frederic's, who said, "She has more hats than we have."

Gloria Vanderbilt: Hollywood Bride

The Vanderbilt–De Cicco wedding was real, not a motion picture

On Dec. 28, 1941, and for many days thereafter, the nation's news reels and newspapers showed pictures, pictures, pictures of 17-year-old Gloria Vanderbilt De Cicco and her 32-year-old husband, Pasquale (Pat) De Cicco. These photographs showed the bride and bridegroom, breeze-whipped and newly wed, standing before the austere oaken doors of the Santa Barbara Mission in California.

What the photographs could not show was the whirlwind whoop-de-do of the preceding days: the shopping, fitting, phoning, talking, preening and planning by an American child of great fortune in preparation for what may very likely be Hollywood's—and the nation's—last supercolossal wedding for some time.

As a pictorial memento of a way of life now relegated by war to the screen, LOOK presents these exclusive photographs by Earl Theisen. They show, for the first time, what happened during those last furious days before Miss Gloria Vanderbilt became Mrs. Pat De Cicco.

When Gloria Vanderbilt was born, on Feb. 20, 1924, she began a life of fabulous and precocious incident: her star role in a sensational battle for her own custody when she was 10; her debut into Blue Book society at 15; into café society when 16; her engagement to a Hollywood actors' agent at 17.

Now, in the manner to which movie audiences are accustomed, she gets married. Take a long look at these pictures. You may not see anything like them for the duration.

SHE GETS A "SHAMPOO POMPADOUR" at the Santa Barbara Biltmore. They opened after hours to "do" her.

GLORIA LOOKS through her "Chinaman's specs" at a Greer cocktail gown of crepe and vermicelli fringe.

HER BRILLIANT LIPSTICK-RED COAT gets a "serious fitting." Her 18 trousseau costumes averaged $225.

CONTINUED ON NEXT PAGE

Gloria visits Howard Greer's for an early fitting of her bridal gown. It is an adaptation of an 1880 polonaise drape, made of imported French slipper satin.

Not everything about Gloria Vanderbilt is fabulous

She is a tall, graceful beauty with brown hair and brown eyes. She weighs 120 pounds, wears 6½ shoes, paints her nails bright red, knows how to dress. She has a throaty voice, a lovely, wide-open smile, a patient, cordial, cultured disposition.

She likes classical music and "Elmer's Tune." She likes to swim and ride horseback. She has hay fever. Her favorite color is yellow. Her favorite flower is a camellia. She likes hamburgers, champagne and slacks. She is well bred with strangers, impulsive and informal with friends.

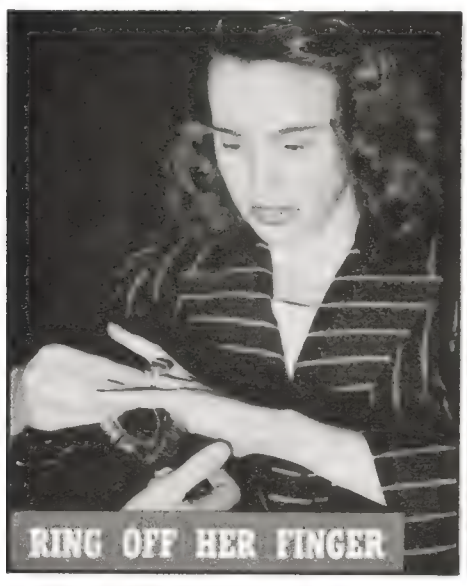
So far, this description applies to thousands of young American girls. But—Gloria Vanderbilt receives $1,200 a month from her estate. She received an additional $17,000 for 1941 expenses. When she is 21, she will inherit $4,000,000.

THE WEDDING BAND is selected by Gloria and Pat (center) at Gershgorn's.

AS THEY WAIT, ring is inscribed: "To Gloria with love forever. 12-28-41."

A GRATEFUL BUSS is Pat's reward for a prenuptial gift—three 'romance' rings.

Gloria learns that 10 yards of the priceless satin were used in her gown. Sixty Greer employees worked exclusively for two weeks on the Vanderbilt trousseau.



ENGAGEMENT RING: a 25-carat chrysoberyl set with diamonds and rubies.

EVERYTHING IS PERFECT about it, except it's too small, must be enlarged.

SHE PULLS AT IT, with help from Pat and the jeweler. But it doesn't budge.

FINALLY SHE SOAKS HER FINGER in soapy water. And the ring begins to slip.

CONTINUED ON NEXT PAGE

GLORIA BEGINS TO PACK for her honeymoon. "Afterwards," she says, "Pat and I plan to live in Washington, in some little house, with only two servants."

TWENTY MINUTES BEFORE THE CEREMONY is to begin, Gloria receives felicitations across the continent. Her grandmother, Mrs. Harry Hays Morgan, tucks a lock away.

ONE MINUTE BEFORE LEAVING for the church, Gloria dons her bridal veil. She carries an "old" lace handkerchief, wears a "new" slip, a "borrowed" garter, a "blue" garter. With her are Mr. Rex of John Frederic's, three fitters and her bridesmaids, Carol Marcus, Shirley Cowan (maid of honor), Frances Savino.

ACROSS THE COURTYARD to the church go Gloria and her mother, Mrs. Reginald Claypoole Vanderbilt, and entourage. Mrs. Vanderbilt, too, was married when she was 17.

THE WEDDING CEREMONY takes place in the Santa Barbara Mission; 58 guests attend. Gloria and Pat were married at 12:25, 25 minutes after the set time.

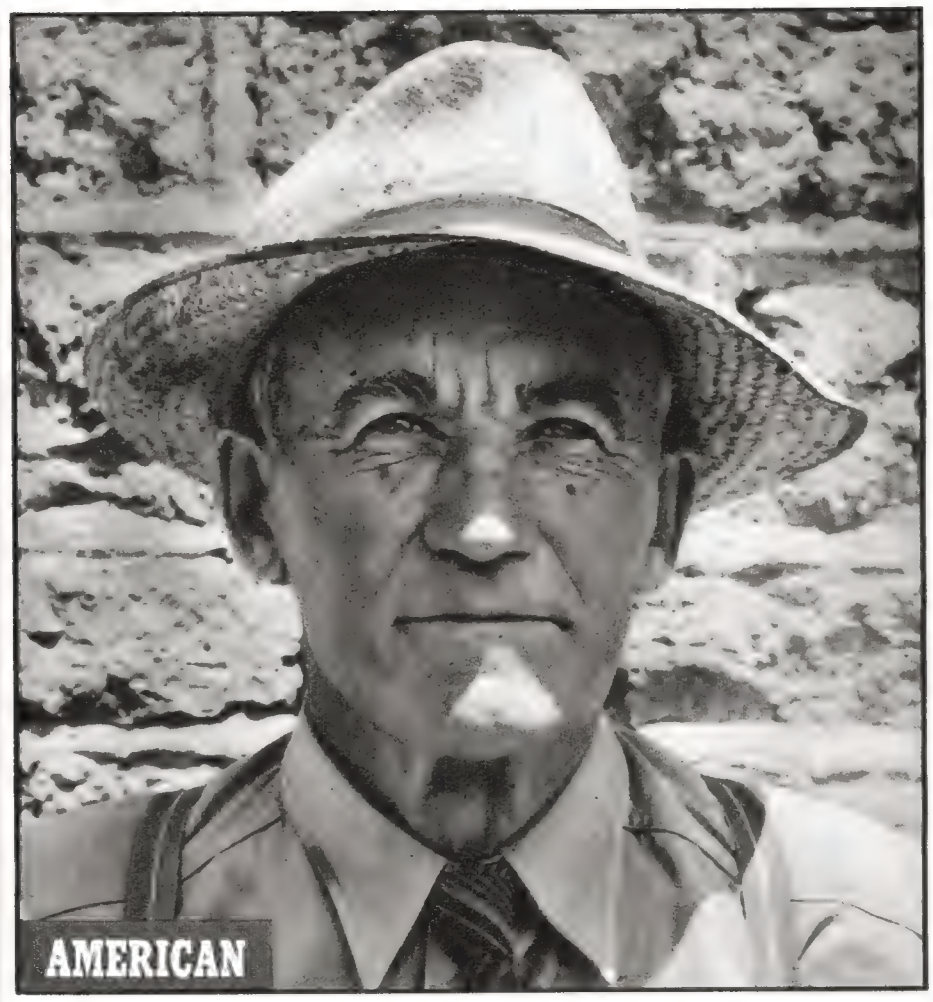
AFTER THE CEREMONY, Mr. and Mrs. Pat De Cicco leave the church to face about 65 news and news-reel cameramen. They met six months ago, at lunch, at Hollywood.

AFTER THE RECEPTION in the Vanderbilt home in Beverly Hills, Gloria tosses her bouquet toward her four bridesmaids. Carol Marcus, debutante, caught it.

After This War What?

Americans must make up their minds to compromise—and co-operate—with the British and the Russians if we are to have a secure peace

By VINCENT SHEEAN



WE AMERICANS must decide how far we will go in abandoning our policy of high tariffs, which made us rich at the expense of debtor nations.

Americans, by now, have grown used to the idea that victory may be far off. The President and Mr. Churchill have both told us so. Events themselves have demonstrated it.

But nobody doubts that, in the end, whatever may happen in the meantime, we shall win the war. And it is characteristic of American thinking that we ask: "What then? What kind of peace can we make? How can we keep this same thing from happening again?"

The chief attempt to answer this authoritatively was the Atlantic Charter—the eight-point declaration of Mr. Churchill and Mr. Roosevelt after their meeting in mid-Atlantic last August.

The Declaration of the United Nations, dated at Washington on New Year's Day, proclaims that all 26 nations subscribe to this Charter.

These Are Not War Aims

But the eight points of the Atlantic Charter are much too vague to make a practical basis for peace. They are not "war aims" so much as articles of faith, principles in which we believe but have nowhere been able to enforce.

The first three points are political: They declare that we desire no changes in any country not in accord with the freely expressed wishes of the people concerned and that sovereign rights and self-government should be restored to those who have been deprived of them.

The fourth point pledges to all states, great and small, victor and vanquished, access to the trade and raw materials of the world.

The fifth expresses the desire for economic collaboration among the nations. The sixth states a hope that the peace shall assure men in all lands of freedom from fear and want. The seventh declares that all should be free to traverse the high seas without hindrance.

The eighth point, the most precise of all, declares for the disarmament of aggressor nations "pending the establishment of a wider and permanent system of general security." This foreshadows collaboration among the victors.

The Charter is not exempt from the charge of vagueness, as can be seen. Yet you could hardly lay down any kind of program which would command unanimous support in even one nation.

There is too much fundamental disagreement on such all-important questions as economic and political organization of the world, the relationship of races, the allotment of raw materials and the degree of disarmament.

The Three Imperialisms

What we have to do, first of all, is to think it out as Americans. If we are able to do so, we can take the further step of trying to reconcile our aims with those of the British, the Russians, the Chinese and the Dutch.

There are, it seems to me, three supremely important imperialisms involved, and any program for peace must deal with them firmly.

The three empires I mean are economic, political and ideological. Though they overlap, the first is mainly American, the second mainly British, the third mainly Russian.

Americans must decide how much of their economic imperialism they will forgo. For years we aggravated the economic diseases of the world. We used our financial power to place other nations in our debt. We demanded payment of those debts but by our high tariff walls prevented imports which would pay them.

By the time we saw the light—in the early 1930's—it was too late to save the system which our own greed and shortsightedness had shattered. Having built up the highest standard of living in history by such means, we are now obliged to scale it down again and make enormous sacrifices for the sake of victory and peace.

Britain's Problem—India

The British must decide how much of their old-style political empire they will give up. The great case is India. Most Americans feel that it is hypocritical to talk of democracy and freedom so long as India is not free; most Britons feel that the question is too complicated to be settled by a mere decree of independence.

And, of course, there are the true-blue British imperialists who feel that India is a piece of property that must be clung to whatever happens, since it is the only truly profitable part of the empire.

Russia's Problem—World Revolution

The Russians will have to make up their minds whether they can abandon enough of their idea of world revolution to collaborate in a peace.

Revolution in the Soviet sense of violent upheaval by a proletariat and peasantry does not seem likely in either America or Great Britain.

The probability is that Britain and America, pursuing an evolutionary course within the bounds of law, may find a meeting place with a Soviet Union which has given up the idea of promoting violent change outside its own borders. The tendency is already marked on both sides.

These special objectives of the three great anti-Nazi powers—economic, political and ideo-

WHY VINCENT SHEEAN WROTE THIS PIECE

Vincent Sheean

In World War I, a student at Chicago University, Vincent Sheean took a course called "Peace Aims."

In this war, a famous analyst of international affairs, he wants to see peace aims discussed by the American public. That is the incentive behind this article. Its theme is briefed in the lines under the pictures at the top of these pages.

THE BRITISH may have to give up some of their control over colonial peoples if they are to contribute their part to a decent and durable peace.

THE RUSSIANS must forgo plans for world proletarian revolution. Only compromises on the three problems cited here, says Sheean, will assure a lasting world peace.

logical—must certainly be examined with great care and, at no matter what cost, abandoned if they promise a renewal of the conflict.

We Can't Count Russia Out

Neither we nor the British can afford to forget for one instant that the greatest military power in Europe, aside from Germany, is Russia. Unless we can come to firm working agreements with Russia, in the hour of victory the Anglo-American powers may find themselves at loggerheads with the other great anti-Nazi force.

In certain circumstances which can be foreseen — revolution in Germany and throughout central Europe and overwhelming Russian influence in these areas after the war—a group of countries dominated by Russia might oppose the Anglo-American group on questions of great importance. In such case there might exist the peril of a new conflict between the present allies.

Now Is the Time To Prevent a War

It can never be too soon to lessen the possibility of such a disastrous war by firm and comprehensive understanding. We must be deciding now how far we may be willing to compromise to preserve peace when this war is won.

In reaching a decision, we have to be on our guard against getting sidetracked: We could wrangle forever over our disagreements and never get our common aims established. There are many of these aims—and great ones.

1. Freedom. I take this to mean that each country, including Germany, Italy and Japan, will choose its own government by free elections.

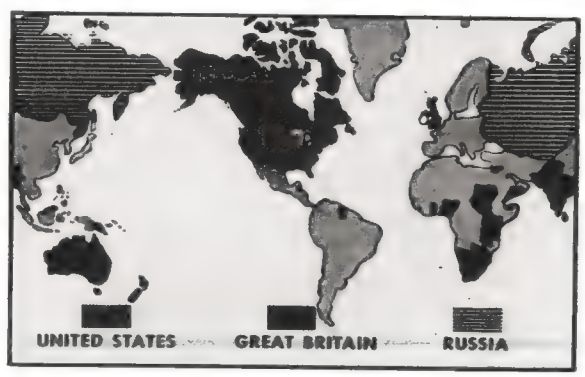
2. Collaboration. The United States and Britain must, I suppose, encourage the federation of nations which belong together—the Scandinavians, for example. And, above all such federations, a sort of Congress of Europe. Production and exchange must be greatly aided within these federations if the postwar exhaustion is not to result in plain anarchy.

3. Disarmament. The victors will disarm the vanquished. This seems to be conceded. But how, and for how long—and what system of supervision can be devised? An international police force under British and American leadership (Russian as well, if agreement can be obtained) would seem the most obvious scheme for Europe.

4. Economic planning. Production and exchange can never return to the old individualistic basis, which has been abandoned throughout the greater part of the world for some years.

Anglo-American planning would presumably attempt to salvage some parts of the system of free enterprise while accepting in general arranged systems of pools, cartels and exchange.

Obviously the inequalities of distribution of raw materials is one of the great causes of the Nazi-Fascist mania. It must be removed, or the same mania will rise again. Obviously the gold standard cannot be made to operate so long as all the gold is in one country, the United States. These are parts of a vast and complex subject,



THIS MAP shows how large a proportion of the earth is owned by Russia, Great Britain and America, who must co-operate to decide the fate of the world.

which has to be tackled as a whole, without shrinking from the parts which involve sacrifice of our prejudices, our privileges and our standard of living.

On these four points—freedom, collaboration, disarmament and economic planning—disagreements between Britain and the United States are minor. We can certainly work out a common plan which both peoples will wholeheartedly support.

China, the Netherlands and Russia are allies with which we might not agree so readily.

We Must Face These Hazards

China is not ready for democracy or freedom, and her governing bodies have frankly said so.

The Netherlands depend on the East Indies so completely that an agreed policy on imperialism, on relations between races and on democratic rights for the Asiatic populations would be extremely difficult to achieve.

Soviet Russia comes much nearer to our point of view on all such questions but differs profoundly from us on the economic structure of society. Is it possible for the Soviet government, seeing how far we have already departed from orthodox capitalism, to abandon its position as the tutelary genius of revolution and join with us instead in an effort toward peace?

What we have to do now is to think all these things through, talk them over and make up our minds. If we know what we want, we shall some day be able to obtain it, or most of it.

We've Got to Know Our Own Minds

Surely in this moment the overwhelming majority of Americans realize that we are now obliged to take a united stand and act as a great nation should, conscious of our responsibilities and aware of the future's dangers.

But we must have some clean-cut and fundamental proposals to make. If we know what we want, no power on earth can ultimately deny us.

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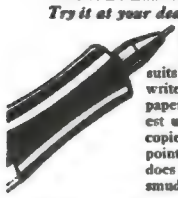

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Byron Price, America's censor. Friends call him "PX," telegraphers' abbreviation for "price" in market tables.

A Censor Who Fights for Freedom of the Press

Byron Price, former Associated Press executive editor, hates censorship worse than spinach

By Carlisle Bargeron

Washington correspondent who has known Price for 20 years

Byron Price has come a long way since he was a blue-eyed, fair-haired Indiana farm boy. Forty years ago his concerns were the chores and barefoot pleasures of barn lot, creek and woodland.

Today he is America's director of censorship. His job is a tough one. It is also complex.

He must see that our press, radio and movies divulge no information of value to the enemy.

He must also see that Americans are given all facts about the war which will not aid the enemy.

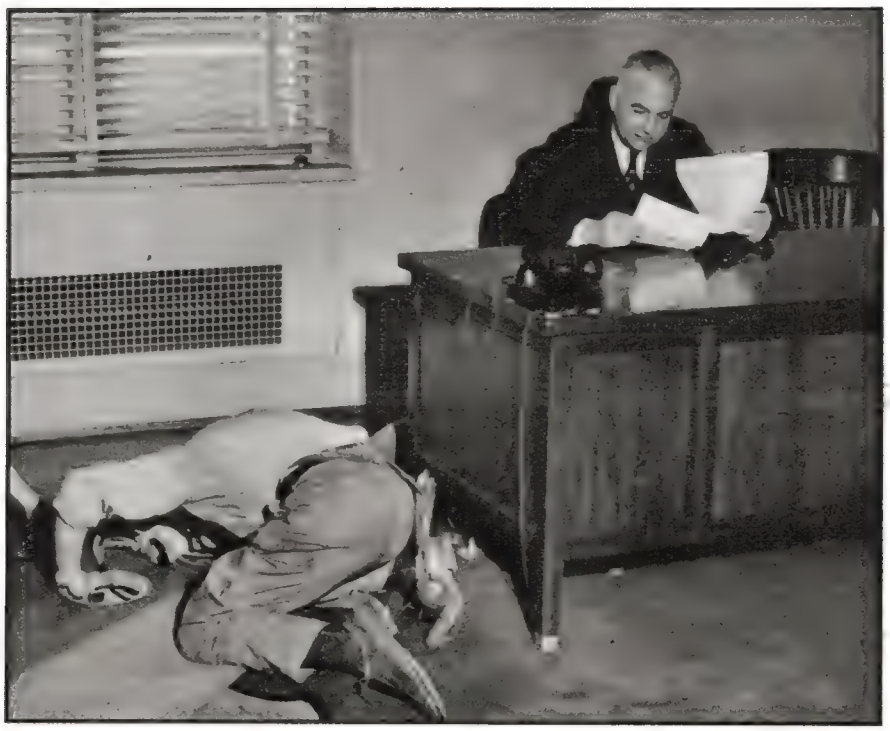
At the same time he is charged with defending the press—as well as other distributors of news and opinions — against hysterical demands for complete government control of all news.

Unlike censors in totalitarian countries, Price does not aim to thwart a free press. On him, perhaps more than any man except the President, rests responsibility for preserving a basic liberty for which we are fighting.

A tremendous but incidental task is the censoring of all mail crossing our borders. Domestic mail will not be censored.

The pictures on these pages and the personality traits listed with them show Byron Price to be a typical American success:

He was a poor boy who made good; he's well-to-do at 50. He's a war veteran; he came out of the last war a captain. He's accustomed to command; but he admits to being bossed by his wife.



Censor's office. In New York Price worked in A.P.'s clattering news room.

Censors confer. Price has 12,000 aids—10,000 of them reading foreign mail.

A self-starter, Price was executive editor of the Associated Press in New York when he was appointed censor on Dec. 16. On Dec. 19, he was in Washington, hard at work. A LOOK photographer found him busy in a bare office while electricians tore up his carpets to get at the wire conduits.

As a boy of 10, Price started his own home newspaper in Topeka, Ind. When he devoted columns to tirades against his older sisters, his father suppressed the sheet. That was Censor Byron Price's first taste of censorship.

Later, in Wabash College at Crawfordsville, Price set a record for undergraduate industry. He carried newspapers, fired furnaces, delivered laundry, was counterman at a lunch stand, secretary to the college president and correspondent for an Indianapolis newspaper.

Good-natured, Price is solemn-looking but affable — though not easygoing. Here he is in genial conference with (left to right) Edgar P. Allen of the State Department, Maj. W. Preston Corderman, U. S. Army chief postal censor, and Capt. H. K. Fenn, U. S. Navy chief cable censor. Price directs their work.

Price has many friends in Washington. Steve Early, presidential secretary and former A. P. man, is one. He likes to play golf—which, friends say, he does abominably, seldom approaching 100. His poker playing is also poor, say his friends. But Price boasts that "my wife sometimes praises my bridge."

He rose fast in the Associated Press. In 1922, at 31, he became Washington news editor; in 1927, bureau chief. He held this job until 1937, when he became No. 2 man in the great news organization.

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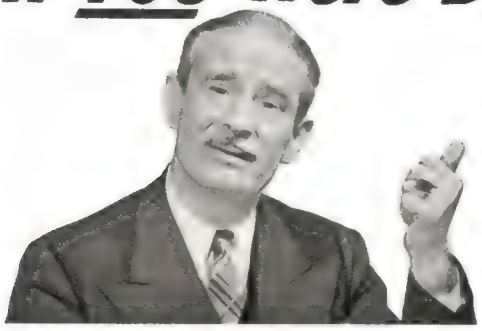
"If YOU Were Boss-Which Men Would You Promote?"



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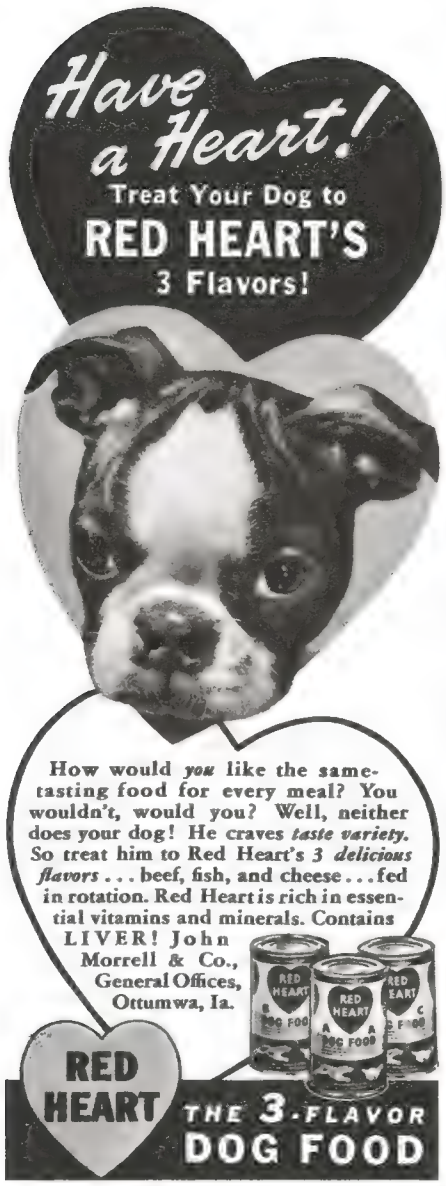
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CENSOR FIGHTS FOR FREE PRESS... *continued*

Price can speak as well as write. In 1910, as a sophomore, he won Indiana's college oratorical championship.

United action is here planned, and broad, co-operative policies are laid down for Anglo-Canadian-American censorship. Canadian and British censors came to Washington for this meeting.

No newcomer to national and international affairs, Price was with Wilson when the World War I President collapsed on his tragic tour of the country after his return from Versailles. Thereafter, Price reported Harding's 1920 "front porch" campaign.

Price headed the staff which reported the 1922 Washington arms conference and in 1930 reported the London arms conference.

For years he headed Associated Press staffs reporting national political conventions. Associates remember him, calm amidst sweat and hysteria, writing seven to eight thousand words a day without x-ing out more than one word or two in a thousand.

Price first crossed swords with the Japanese in 1931. His analysis of the Japanese occupation of Manchuria threw official Tokyo into a storm of indignant denials and protestations of good and peaceful intentions to all mankind.

Big names. No. 1, Attorney General Biddle; 2. Nelson Rockefeller; 3, Price; 4, Postmaster General Walker

Domestic action for censors is planned here. Departments of War, Navy, Post Office, Treasury and Justice, as well as information bureaus, are represented.

Price's youthful ambition was to be a lawyer. Instead, fresh from college in 1912, he joined the United Press in Chicago, at $16 a week. Shortly he switched to the Associated Press. He came to Washington, a youngster of 23, in 1914. Except for two years in the Army—he was cited for bravery—he stayed there until 1937.

A man of fixed habits, Price even had his clothes made by his Washington tailor during his four years in New York. He wears gray and brown suits, size 42.

He is slow to anger, but can display an Indiana vocabulary when sufficiently aroused. Old-timers still tell of the time Price unsheathed an old sword and attacked with uncontrollable fury a janitor who was beating up his roommate.

That was 25 or 26 years ago He smolders rather than blazes nowadays, but underlings are careful not to rouse him.

Journalists are not highly paid, and Price's estimated $25,000 A.P. salary is equivalent to 10 times that in more lucrative fields. As censor he gets $10,000.

Price's hobby is reading. He collects first editions, likes prize fights.

One room in the Shoreham Hotel is home to the Byron Prices. They have an apartment on East 53rd Street in New York and own a home in Washington, but it's leased for a long term. Guests describe the home as luxurious, estimate its value at $100,000. The Prices are childless.

His wife implies that Price is a model husband — almost. She never has to pick up after him. But he won't eat vegetables unless forced to—and positively refuses spinach. He would eat steak three times a day and considers meat, bread and potatoes a satisfactory diet for any man.

He smokes the strongest, blackest cigars in suicidal quantities. He relights them frequently—and generally unravels them.

Mrs. Price's current hobby is knitting. The Prices were married in 1919.

Price works a long day. He rises at 7, shaves himself, breakfasts—heartily—in the hotel dining room with his wife and goes to his office in a government car at 8:30.

He often works 12 hours, deciding that this may be printed or that must be withheld. Decisions are sought by newspapers and radio men who get their own news, submit it to him only if they fear it may aid the enemy.

The censor's lunch may be a snack in a drugstore, and he seldom gets to dinner before 9 p.m. His office is open 24 hours a day. He has three assistants.

Mrs. Price — the former Priscilla Alden of the "Speak for yourself, John" Aldens — grew up in Washington but is much alone now while her husband works overtime doubling as censor and defender of the freedom of the press.

END

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CALL FOR PHILIP MORRIS

Mr. and Mrs. Joe Smith (Robert Young and Marsha Hunt) in their happy home.

Paul Henreid, as an RAF flier trapped in Paris, is saved by Michele Morgan.

Joe Smith, American

Simplicity and timeliness make an "A" film out of a picture produced on a "B" budget

Metro-Goldwyn-Mayer's "Joe Smith, American," produced by **Jack Chertok,** is a small-budget production probably destined for the lower half of double-feature bills.

It is a good picture and deserves a better fate. It has the virtue of timeliness in America's great emergency. And it has the still greater virtue of simplicity.

Joe Smith, an aircraft worker, has a little home in Southern California. He drives a 1939 Plymouth. He takes his wife to the movies and goes bowling with the boys from the plant. He grumbles because the new dining-room set is reserved for company. When his son, Johnny, spends a week's allowance of 25 cents in a single day and refuses to tell what he has done with the money, it is Father Joe who must impose the discipline he has not the heart to carry through.

Before the film is over, Joe Smith has a secret of his own to keep. Four men kidnap him and beat him mercilessly and methodically in an effort to obtain a description of America's bomb-sight installation. They do not succeed, because—although he has not thought about it very much or talked about it at all—Joe Smith loves his country.

"Joe Smith, American" is a tight little picture that takes just about an hour to tell its story. It is predictable, of course, but still dramatic. It is patriotic but never preachy.

Robert Young is Joe Smith; **Marsha Hunt,** his wife; **Darryl Hickman,** their son. Middle-class Americans will recognize them as those nice people next door.

LOOK'S NEW MOVIE REVIEWS by James Francis Crow

Joan of Paris

First Hollywood vehicle of the Paris star, Michele Morgan, not an unqualified success

Joan of Paris" is newsworthy mainly because it is the first Hollywood vehicle for **Michele Morgan,** late of Paris.

The French actress, who used to be leading woman to Jean Gabin, is teamed in this RKO-Radio picture with **Paul Henreid,** who scored a hit in the highly acclaimed British film, "Night Train."

It is, of course, the hope of RKO-Radio that Henreid and Miss Morgan will become favorites of the American fans. Realization of the hope probably will have to be deferred until another film. Both players are indisputably talented and charming, but neither is at advantage in this first American vehicle for the team.

In the story, Joan is a waitress in German-occupied Paris. Fate places in her hands the lives of five fliers from a downed British bomber. The underground agents of the Free French work with Joan; the Gestapo works against her. At the end, she gives her life to return the fliers safely to England. Unfortunately, the scenario is never well motivated and credible; and Joan's sacrifice for the fliers is therefore never touching.

The third important role in the film is that of **Thomas Mitchell** as a French priest working against the Gestapo. The fourth is that of **May Robson** as a Free French agent. The fifth—and the best-played role of all—is that of **Laird Cregar** as the Gestapo chief.

Cregar contributes easily the most unusual scene of the picture. In it, he peels a grape.

Cowboys Costello and Abbott have something to learn about handling guns.

Ride 'Em, Cowboy

Abbott and Costello, the box-office champs, give more of the same in their sixth picture

As motion - picture characters, **Bud Abbott** and **Lou Costello** have just about run the gamut. In previous films they have been in the United States Army, the Navy and the Air Forces. They have done a mystery movie and a musical. It was almost inevitable that they should do a western picture, and "Ride 'Em, Cowboy" is it.

This is the sixth picture in which the two comics have starred since they quit the burlesque stage to become Hollywood box-office champions. The high-toned critics are still waiting for the box-office decline. Perhaps it will come; but, if it does not come soon, Abbott and Costello will be independently wealthy by the time it arrives.

"Ride 'Em, Cowboy" is pretty much more of the same. The comedy routines are similar to those of the previous pictures, and so is the general strategy, with bucking broncos replacing the runaway tanks and ships and planes in the major action sequences.

Ann Gwynne, John Mack Brown and **Dick Foran** provide the romantic interest. Best of the comedy sequences is that in which Costello confuses a thoroughly murderous Indian with one of the peaceable cigar-store variety.

In advance publicity for the picture, Universal rang a change on a familiar theme. They took the Indian **Iron Eyes Cody** from the cast of the film and made him an honorary white man.

MR. CROW'S RECENT PICTURE SELECTIONS

The Man Who Came to Dinner
Bedtime Story • Ball of Fire
Babes on Broadway

RICH IN DEXTROSE
HI HO!...HI HO!
TO SPREAD THE NEWS I GO!
Before you're "batter-up"—Big Boy—remember BABY RUTH, the Big League candy bar that packs a wallop in both flavor and food energy.
Help keep your pep up—and you help keep your score down. BABY RUTH will aid a lot the last nine holes!
'Morning, busy mother. How about this BABY RUTH—makes your work a pleasure—helps ward off fatigue!
Five little princesses—all in a row. BABY RUTH is the first and only candy ever given to the famous Quintuplets.
World Copr. 1942 King Features Syndicate
CURTISS
Baby Ruth
5¢
CANDY
RICH IN DEXTROSE
Look for me (N. R. G.) On every wrapper!
DR. ALLAN ROY DAFOE SAYS: "Baby Ruth, being rich in Dextrose, vital food-energy sugar, and other palatable ingredients, makes a pleasant, wholesome candy for children."

Testing for War in the Troposphere

Engineers "fly" higher than 40,000 feet without moving off the ground

Superior altitude is the secret of victory in air war. Bombers must fly ever higher to avoid enemy pursuit planes. Fighter craft must be capable of great heights to gain the vital advantage of diving upon the enemy.

Recent improvements in motors and structure have made modern bombers and fighters capable of altitudes between 35,000 and 40,000 feet. Now the great problem is to equip the ships —and the men who fly them—to resist the inhuman cold and thinness of atmosphere found in the troposphere (the substratosphere region around 35,000 feet).

At this level, the temperature averages about 67 below zero. Rubber connections go brittle and split. Oil hardens to the consistency of thick tar. Engine parts must resist the terrific cold while accommodating a motor heat of 1,600 degrees above. In addition to the cold, pilots must fight an absence of oxygen which causes collapse and fatal "black-out."

To simulate troposphere conditions, Douglas Aircraft in California has built the pressure chamber and cold room pictured here. In these miracle boxes, engineers are able to "fly" above 40,000 feet to test the devices they are developing to give American planes and pilots the highest ceiling in the world.

HUMAN REACTIONS to great altitude are studied in this test room at Douglas Aircraft. In the one-inch-thick welded-steel chamber, air pressure is reduced to simulate conditions at various heights. As pressure goes down, lack of oxygen causes physical collapse such as Dr. Foley is here observing in Technician Norman Lapworth.

NURSE POWERS CHECKS Technician Lapworth's pulse as he emerges from a test flight in the pressure chamber. Tests show that collapse sets in unless pilots don oxygen masks (Lapworth has one around his neck) at 15,000 feet.

IN THE COLD ROOM, technicians test plane parts in the terrific frost met at high altitudes. Mixture of carbon dioxide and methyl alcohol can lower the temperature to 104 below—enough to kill you instantly if you entered without these suits and helmets.

WRAPPED IN MIST (caused by air from cold room meeting warm outside air), a technician steps out of the cold room. His leather suit is regular wool-lined Army flying garb; the spun aluminum helmet is special. He carries the telephone wire that keeps him in constant touch with the doctor outside.

A TEST INSTRUMENT is handed up to Flight Engineer Harold Luskin before he takes off to put the results of pressure-chamber and cold-room experiments to the test of actual flight.

TOM FLOYD, altitude research engineer for Douglas, designed the pressure chamber, the cold room and the special helmet. His tests may give America the air superiority to win the war.

The return of the romper is welcomed by Elaine Morey, Universal Studio starlet. Her seagoing version by Cole of California is in white piqué with navy rickrack stripes, wide Matletex midriff: $3.95.

STRIPES EVERY WHICH WAY, punctuated by stars, make this red-and-white wool-and-Lastex suit a stopper. U.C.L.A. sophomore Diana Cannon looks to windward with Lifeguard Ralph Flanagan. Catalina suit: $6.

1942 Swim Suits

ARE GIDDY AND GAUDY

LOOK asked four pretty California girls to model a series of spanking new California swim suits and set them all cavorting on the beach at Santa Monica. The verdict of girls, cameraman, and impressionable Santa Monica lifeguards was that the new suits are easy to wear and to behold, sure to boost coastal morale to a record high.

On this page we lead off with New Trend No. 1: *stripes,* preferably patriotic. We follow through with Trend 2: *plastic fabrics,* Trend 3: high-voltage *prints,* and Trend 4: *family matchmates,* all designed for the frankest figure flattery.

BOLD CABLE STRIPES establish the 1942 vintage of this otherwise classic Catalina suit. Diana Cannon, who is Pacific Coast swimming champion after school hours, revels in the unrestricting wool-and-Lastex knit: $8.

Flag colors, slimming stripes and velvetlike fabric make this Jantzen design LOOK's candidate for Most Spectacular Suit of the Year. Hollywood Model Patsy Mace wears it: $5.95.

CONTINUED ON NEXT PAGE

Here's the Kind of Radio You'll Want in '42!

UNLESS you have heard one of the new General Electric Radios with FM, you have no idea how astonishingly *real* and *life-like* radio can be.

FM, of course, is Frequency Modulation — the new type of broadcasting that brings you *pure music virtually free of all static.*

Every General Electric FM Radio is built in accordance with the genuine Armstrong FM patents. *It's radio at its best!* You hear all the rich overtones you miss in conventional radio—overtones that give music its life and color.

Don't have only "half-a-radio". *Get a new General Electric.* Then you can be sure of getting unsurpassed reception not only of FM but of *all* programs.

THE COMPLETE RADIO GE WITH FM

Don't Have Only *"Half-a-Radio"* — Get a G-E and You Get All This

✓ **Finer Domestic Reception** — Since FM *demands* higher standards of radio design, the new G-E Radio gives you much finer reception of *all* programs. The same single-unit chassis that receives FM also brings you the standard and short-wave broadcasts.

✓ **Finer Frequency Modulation** — With FM, as built by General Electric, you hear overtones that bring music to life—overtones that conventional radio cannot bring you. G-E gives you genuine Armstrong FM that practically eliminates static.

✓ **More Powerful Short-Wave** — Programs direct from Europe and South America come in many times stronger than before. The new General Electric Radio has 2 to 3 times as much short-wave sensitivity as previous models.

✓ **Better Reproduction of Records** — General Electric's feather-weight tone-arm with its sapphire stylus ends needle changing and annoying surface noise. Records last indefinitely. The General Electric automatic record changer plays records a full half hour.

The Hit of the Season!

Smart Jewel-Case Model in Sparkling Catalin Plastic

Case finished in rich flame-colored tortoise shell plastic. Hinged lid conceals all knobs and dials. This set is so small you can carry it from room to room in the palm of your hand. Remarkable tone! Ask for a demonstration.

What is FM?

Write for the *free* G-E booklet that explains FM in simple language. General Electric Co., Div. RG 293, Bridgeport, Conn.

General Electric builds a complete line of radios and radio-phonographs, from $13.95. Prices subject to change without notice. See your General Electric Radio dealer.

GENERAL ELECTRIC

TREND 2: PLASTIC FABRICS

LIGHT AS SILK is the crepe-weave taffeta Laton that makes Patsy's Mabs of Hollywood suit. The ballerina top and flounced skirt are only half the picture, however; the back, unexpectedly, is nothing but a skin-tight sheath. $9.95.

SOFT AS FLANNEL but much more seaworthy is Elaine's flannel-weave Lastex suit by Mabs of Hollywood. It has a further claim to fame because it is a new "shirt-front" model in sophisticated black: $9.95.

LUSH AS VELVET is Patsy's light-weight Velva-Lure suit by Jantzen, in headline-making black, spiked with white piqué ruching. It also comes in copper, burgundy, and Rookie Green, colors new to the beach. $8.95.

Something new in figureheads is Elaine's contribution to *Zarark*, 60-foot Gloucester schooner a long way from home. Her bare-minimum Cole suit has chrysalis-draped shorts and snap-back bra of Laton-woven taffeta: $8.95.

CONTINUED ON NEXT PAGE

SHOWING OFF for pals Elaine and Diana, Patsy Mace wears a smooth dressmaker suit by Catalina. It's mostly of white velour, splashed all over with various-sized red polka dots and bordered in solid red. It also comes in black (very new) or blue on white. $8.

BEHIND A SPEEDING LAUNCH, Model Ursula McGowan displays her skill at aquaplaning *and* her cut-for-action swim suit. The latter, by Jantzen, is of piqué knit in a hand-screened poppy print with slip-on bra. $6.50.

SUITS WITH A FAMILY RESEMBLANCE being very new, we digress from our saga of pretty girls at Santa Monica to visit the Jones family in Brentwood. Allan Jones and his wife, Irene Hervey, both of the films, romp by their pool with 4-year-old Jackie and 11-year-old Gail. Their four-of-a-kind suits by Mabs are of "Tapa" print sharkskin Lastex. Irene's classic suit is $9.95; Gail's carbon copy, $4.95. Trunks worn by the men of the house are, respectively, $3.95 and $2.95.

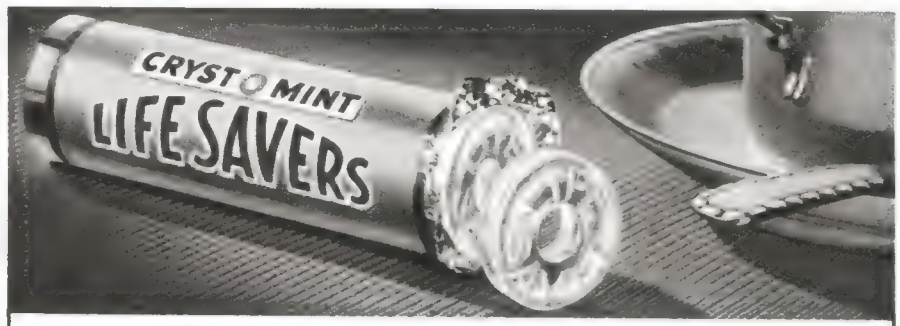
AFTER A SAIL AND SUN BATH in her printed seersucker one-piece suit, Elaine steps lightly into a matching dirndl skirt—the ensemble by Cole of California. The suit has a "chrysalis"-draped front and cutout midriff. $8.95.

END

Many a romance has tough sledding when unpleasant breath sets in. But it's all downhill again when you sweeten up with delicious, breath-taking CRYST-O-MINT LIFE SAVERS.

Top off an evening of "bottoms-up" with WINT-O-GREEN LIFE SAVERS. They make your mouth daisy fresh and your breath sweet as a rose.

For wetting your whistle while you work (such as your entry in the new LIFE SAVERS contest), keep cool, tangy CRYST-O-MINTS at your elbow.

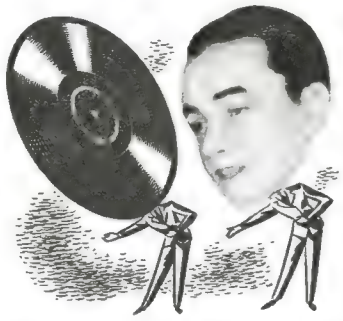


$2500.00 IN CASH PRIZES!

Tell us in 10 words or less why you like
CRYST-O-MINT LIFE SAVERS

1. Each week for 10 separate weekly contests, 26 cash prizes will be awarded. 1st Prize: $100.00 cash; 5 cash prizes of $10.00 each; 20 cash prizes of $5.00 each.
2. Enter each weekly contest as many times as you wish. First week's contest ends Jan. 24th; the last and tenth week's contest ends March 28th. Send entries to Life Savers Contest Editor, Port Chester, N.Y.
3. Include a Cryst-O-Mint Life Saver wrapper (full-size package) or a reasonable facsimile with *each* entry.
4. One of your words *must* be CRYST-O-MINT (counts one word.) You need not use LIFE SAVERS (two words), unless you wish.
5. Prizes are awarded for answers best for advertising purposes, in the opinion of the judges.
6. In case of tie, duplicate prizes will be given. Decisions of the judges will be final. Contest open to residents of U.S. and Canada. All entries become property of Life Savers.
7. Each week's contest closes Saturday midnight. The date your entry is received at post office in Port Chester, N.Y., (in Canada: Hamilton, Ont.,) is official date of entry. Prize winners will be notified by mail.
8. Employees of Life Savers or their advertising agency, or their families, may NOT enter.

VICTOR
BLUEBIRD
RECORD
HIT OF THE WEEK



Freddy MARTIN'S

sensational rendition of

"GRIEG'S PIANO CONCERTO"

A smooth, new interpretation rivalling Freddy's current hit, Tschaikowsky's "Piano Concerto"

coupled with Tschaikowsky's

"SERENADE for STRINGS"

Get them both for only 35¢
(List price, exclusive of excise tax)

Hear them on the new RCA Victrola

The World's Greatest Artists are on VICTOR RECORDS

A Service of the Radio Corporation of America
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CAREERS FOR YOUTH TODAY

GOVERNMENT SERVICE

by Walter Walker

IN THE NEXT ISSUE OF LOOK

On Sale February 24

MEDICATED FOR

CLOTHESPIN NOSE

Got a cold? Get *two-way* relief with Luden's! A Luden's on your tongue helps soothe throat—*then,* as it melts, releases cool menthol vapor. Your breath carries this to clogged nasal passages, helps *open* your "clothespin nose!"

Copr. 1939, Luden's, Inc.

LATIN-AMERICAN GIRLS, like their northern sisters, get a big lift out of looking at extravagant clothes. Here six of the seven "Coffee Queens" brought to the U. S. by the Pan-American Coffee Bureau survey Bergdorf Goodman's

Good Neighbor Shopping Tour

Six young Latin-American beauties from the coffee-growing countries survey New York's luxury shops

Smashing many a North American's notions about Latin-American womanhood, six girls from the leading coffee-growing countries recently made a successful good-will tour to Washington and New York.

The mere fact that daughters of prominent Latin-American families would undertake such a tour upset the widespread belief that all well-bred young Latin girls lead a cloistered home life until marriage. Each of these girls is training for a professional or commercial career. Their generation is beginning to create its own standards.

Official high lights of their visit were a White House coffee party given by Mrs. Roosevelt; a reception at the Brazilian Embassy; the last formal hop at West Point before Pearl Harbor.

Lovely 22-year-old Maria Dantas of Brazil was prominent at the Embassy function. Back home in Rio she is a student of law.

Blond Leda Fernandez, daughter of the Costa Rica Minister to Washington, goes to a business school, as does Maria Richer, daughter of the Mexican Consul General in New York.

El Salvador's Hollywood-bobbed Coffee Queen, Elena Quinonez, is secretary to an important executive in San Salvador and combines a full social life with her business career.

Mercedes Davila of Colombia has been to school in England. In Bogota, she maintains an interest in horses, prize bulls and stock farms.

Vivacious Florence Cianeros of Cuba is studying in Havana with the hope of entering her country's diplomatic service.

All the girls are convent-bred. Their early education emphasized languages and the arts, ignored athletics and games. The only sport they follow at home is horseback riding. All are still accustomed to chaperonage in mixed society.

As for new impressions: They showed unanimous enthusiasm for such Americana as hot dogs, strawberry shortcake and the plushier night clubs. All were as clothes-conscious as their North American cousins. They had a fine feminine fling "just looking" through the swank stores of New York in the company of LOOK's cameraman, Frank Bauman.

$195 "pincushion" dress with tufted eight-yard skirt. Seated (from left): the representatives of El Salvador, Colombia, Costa Rica, Mexico, Cuba, Brazil.

A WHIFF of Coty's Jasmin de Corse, $82.50 in that big square bottle (left), pleases Maria Richer of Mexico and Florencia Cianeros of Cuba. Both girls also praised more prosaic features of American life, such as soda fountains.

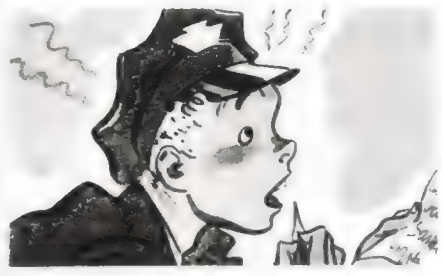
CONTINUED ON NEXT PAGE

"Have you ever been an alarm clock?"

1. We telegraph boys get the funniest jobs. Take me, for example. I've been called on to feed pigeons, walk dogs, fill in as a fourth at bridge, and sing birthday songs on front doorsteps. But last week . . .

2. I got the freakiest job. I'm a human alarm clock! Every morning, I go to this rich guy's apartment and yell: "It's bright and early, sir, get up!" Until he comes out and throws something at me!

3. Finally, I asked him why. He explained he loves coffee, but the caffein in it keeps him awake. He *won't* give up coffee, so he spends most of the night counting sheep. Then someone has to get him up.



4. "That's awful!" I muttered. But next morning, I sent him a day letter. It read: "Try Sanka Coffee . . . it's 97% caffein-free, can't keep you awake! Drink it every meal. I know you'll like it, because . . .

5. "The caffein is removed from Sanka Coffee so carefully that none of its rich flavor and satisfying goodness is disturbed. Sanka Coffee is *all* coffee . . . *good* coffee . . . nothing but coffee!"

6. And look what I got now . . . for being coffee-smart! A share in the Government! Defense Savings Bonds . . . *two* of 'em, because Mr. Rich Guy says Sanka Coffee is *twice* as swell as I claimed!

SANKA COFFEE

REAL COFFEE . . . 97% CAFFEIN-FREE

Make Sanka Coffee *strong*. Use a *heaping* tablespoon per cup. If percolator is used, "perk" Sanka Coffee a little longer.

TUNE IN . . . . . two great radio shows are now on the air for Sanka Coffee: *Tuesday night:* **"We, the People"** • *Sunday afternoon:* News by **William L. Shirer,** the famous author of "Berlin Diary." See your local newspaper for times and stations.

Send us Your
OLD RUGS
and **CLOTHING**

It's All So Easy — your materials are picked up at your door by Freight or Express at our expense — and a week later you can have deep-textured, new Broadloom rugs, woven Reversible for *Double Wear*. ANY SIZE to 16 feet seamless by Any Length. Mail coupon or 1c Postal for —

FREE **Beautiful, Big RUG BOOK in COLORS, 26 Model Rooms.**

Shows 61 Early American, Oriental, 18th Century and Leaf designs — Solid Colors, Tweed blends — Ovals. Tells how we shred, merge, reclaim the valuable materials, picker, bleach, card, spin, redye and reweave. *You Risk Nothing by a Trial — Our 68th year — 2 million customers.*

OLSON RUG CO., Chicago, New York, 'Frisco

OLSON *Factory-to-You*

Mail to 2800 N. Crawford, Chicago, E-45 for Big FREE Book in Colors.

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TOWN..... STATE.....

Children's Feet **SAFE** *in These Low Priced Shoes*

COMMENDED PARENTS MAGAZINE CONSUMER

CAMPUS JUNIOR Shoes cost little, yet have every feature essential to comfort and foot health. You can afford to buy them to FIT TODAY. That's safer than buying expensive shoes too large now and worn until too small.

See CAMPUS JUNIOR Shoes . . . *compare* them. Sold where a *low-profit* policy prevails . . . in local chain stores, and in department and shoe stores.

Write A. Werman & Sons, Inc., Dept. L, 282 Belmont Ave., Brooklyn, N. Y., for a store near you.

★ ★ ★ ★ Campus Junior SHOES

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for Children 3 to 10

RED — ITCHY — SCALY

ECZEMA

Effective Home Treatment Promptly Relieves Torture!

First applications of wonderful soothing medicated Zemo—a doctor's formula—promptly relieve the intense itching soreness and start *at once* to help heal the red, scaly skin. Amazingly successful for over 30 years! First trial of marvelous clean, stainless *liquid* Zemo convinces! All drug stores. Only 35¢.

ZEMO

CARMEN MIRANDA'S $150 SHOES, with "jewel"-studded six-inch heels, designed by Delman, are Florencia Cianeros' idea of glamour, Maria Richer concurring. Florence has a more serious side. In addition to her training for a diplomatic career, she's taking government courses in home economics, would like to set up vocational schools in Cuba.

OPERA STUDENT Maria Richer, daughter of the Mexican Consul General in New York, admires a giant cabochon sapphire at Cartier's. She supplements her study of music with a commercial-business course, goes bowling for fun.

"JUST LOOKING" at Cartier's king's ransom emeralds are Maria Dantas of Brazil and Leda Fernandez, daughter of the Costa Rican Minister to Washington. Back home, Maria studies law; Leda attends business school.

CONTINUED ON NEXT PAGE

HAWAII'S GIFT
DOLE
Fill your glasses with Hawaii's delicious gift—Dole Pineapple Juice. Drink its fragrant, zestful goodness daily. Benefit by its vitamins, for it's a good source of B1 and C. This true juice of sun-ripened fruit, however, is only part of Hawaii's gift. For delightful variation, bring these luscious Dole Pineapple Products to your table—Sliced, Tidbits, Crushed, "Gems," and "Royal Spears."
HAWAIIAN
DOLE PINEAPPLE JUICE
FROM HAWAII, U. S. A.

You Can Get Quick Relief From Tired Eyes

MAKE THIS SIMPLE TEST TODAY

Eyes tired? Do they smart and burn from overwork, sun, dust, wind, lack of sleep? Then cleanse and soothe them the quick, easy way — use Murine.

WHAT IS MURINE?
Murine is a scientific blend of seven ingredients — safe, gentle, and oh, so soothing! Just use two drops in each eye. *Right away* Murine goes to work to *relieve* the discomfort of *tired, burning* eyes. Start using Murine today.

MURINE FOR YOUR EYES

SOOTHES · CLEANSES · REFRESHES

DON'T DEFORM BABY'S FEET!

The X-Ray shows how outgrown shoes injure baby feet. Better buy correct but inexpensive WEE WALKERS and get a larger size often. Ask your baby doctor. Infants' Department of these *low-profit* stores. Birth to size 10.

W. T. Grant Co. S. S. Kresge Co. J. J. Newberry Co.
H. L. Green Co., Inc. G. C. Kinney Co.
Metropolitan Chain Stores, Inc. I. Silver & Bros.
McCrory Stores Schulte-United F. & W. Grand

FREE: Correct size scale with pamphlet on care of baby feet. Write Moran Shoe Co., Dept. L, Carlyle, Ill.

WEE WALKER Shoes BIRTH to SIZE 10

FOR *wee* WALKERS

COMMENDED PARENTS MAGAZINE CONSUMER SERVICE

CORNS GO FAST

Pain Sent Flying!

Dr. Scholl's Zino-pads instantly stop tormenting shoe friction; lift aching pressure; give you fast relief. Ease tight shoes; prevent corns. Separate *Medications* included to quickly remove corns. Cost but a few cents an application.

Dr. Scholl's Zino-pads

FOR FASTER, FRIENDLIER SERVICE AT LOWER COST — 'PHONE

Postal Telegraph

CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

LEARN SPANISH OR FRENCH BY PLAYING CARDS

Sensational method produces QUICK results. Guaranteed to teach or money back. PLAY THIS ENJOYABLE COURSE ALONE OR WITH OTHERS. Clothbound textbook and 4 assorted decks of cards. Specify Language Desired. ONLY $2.00 POST PAID

RODALE PRESS, Dept. Z, Emmaus, Pa.

LAW STUDENT Maria Candida De Souza Dantas of Brazil finds Lily Dache's frivolous ribbon pouf very becoming to her soft Latin beauty. Member of a prominent diplomatic family and graduate of the French College in Rio, Miss Dantas hopes to be a judge some day. She is now one of five women students at Brazil University of Law.

SECRETARY Elena Quinonez of El Salvador preens a bit in a flowery flight of fancy at Dache's. She lives in San Salvador, "where all society girls have jobs," is herself secretary to the manager of the West India Oil Company.

COFFEE SCION Mercedes Lucy Saenz Davila is the granddaughter of the man who introduced coffee into Colombia in 1881 and lives on the family plantation in Bogota. She approves this $35 Dache plumed "Crusader's Helmet."

END

A TREAT THAT CAN'T BE BEAT! THE PANCAKE SUPPER

WITH AUNT JEMIMA READY-MIX THEY'RE EASY AS 1-2-3 TO FIX! DA-DE—DA-DA!
YOU'RE SETTING A BAD EXAMPLE FOR THESE KIDDIES BUT YOU'RE RIGHT ABOUT AUNT JEMIMAS!
I WONDER IF AUNT JEMIMA WOULD GIVE ME HER SECRET RECIPE!
IF YOUR MOM HADN'T ASKED US TO STAY FOR SUPPER I'D BE EATING LEFT-OVERS!
AND AUNT JEMIMA'S ARE SO LIGHT, FLUFFY AND DIGESTIBLE!
JUST THE THING FOR THE CHILDREN!
WHY BOTHER WHEN YOU CAN BUY IT READY-MIXED!
I'M ON THE NIGHT SHIFT, NOW, AND I CAN SURE USE THIS NOURISHMENT!

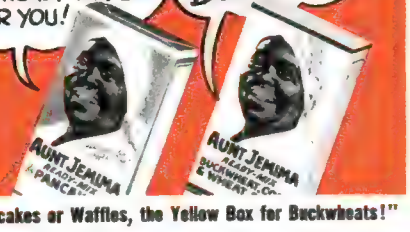
"MMM-MY! Folks sho' goes fo' my dee-licious Down South PANCAKES!"

"HAPPIFY YO' PANCAKE-HUNGRY FAMILY!"
Soup
AUNT JEMIMA PANCAKES
Butter Syrup or Honey
Grilled Bacon Coffee

AUNT JEMIMA
READY MIX
FOR PANCAKES • BUCKWHEATS

YOU CAN WHISK UP LIGHT, TENDER PANCAKES IN A JIFFY —AUNT JEMIMA'S SECRET RECIPE IS READY-MIXED FOR YOU!

EASY AS 1,2,3, -JUST ADD MILK OR WATER, MIX, THEN POP 'EM ON THE GRIDDLE! Dee-licious!



"Get both for variety . . . the Red Box for Pancakes or Waffles, the Yellow Box for Buckwheats!"

Gay Spring Modes Boost Morale

Fashions emphasize femininity to counter grimness of war

AT NEW YORK'S WELL-EQUIPPED recreation center, the boys revel—especially when they have such a reason as lovely Mauri Helda. For La Conga she wears a notable rayon-jersey dinner dress with deep V neck, short wrapped sleeves and corselet midriff. It's new as the bold floral print on light background, costs $16.95. Mauri's evening sandals have the smart draped instep; they're of cotton cord, white threaded with blue, are sold throughout the U. S. ($3.95).

MAURI'S BETWEEN-SEASONS HAT is straw braid with grosgrain brim, $6.95. Her huge black grosgrain-corded patent-leather bag is $5. And her metal-link bracelet and gold-finished plastic bowknot pin are but $1.95 apiece.

Mauri Helda polls service men, and is amazed by their fine style sense

Uniformed men visiting New York's Defense Recreation Center were given an unexpected treat as a famous Powers model spent the day with them, securing opinions on the clothes they would like to see their own girls wear.

Almost unanimous was the vote for gayer garb—brighter colors in apparel and accessories, with figure-molding fashions conceived to reveal feminine contours. So, in these pages, LOOK presents a selection of Number One styles as seen through the eyes of service men, than whom no group is more devastatingly discriminating! Beautiful Mauri Helda, resisting Hollywood's bid to celluloid fame as she models for the famed Powers agency, wisecracked: "If our armed forces are half as tough on the enemy as they are in expressing opinions on what girls should wear, we've nothing to fear for the future!"

MAURI WINS! with her colorful early-spring dress that has the favored all-around pleated skirt, high surplice neck and side-button closing ($19.95). Her black opera pumps have nail-studded bows to match the patent-leather heels; they're $8.95.

TO "ACCESSORIZE" MAURI'S DINNER DRESS: a new long necklace of plastic, $3; matching bracelets, each $1. Real leather case for regular or king cigarets, a find at $1.50; "windproof" lighter, carries any service crest, $6.95.

TRICARA TWILL FOR MAURI'S SUIT: a red jacket (navy braid) and navy skirt — a blouse to match the jacket lining! Cute at $16.95. The large, felt navy sailor is $6.95; Mauri's gloves, bag and shoes are navy — a perfect ensemble: $2.95, $5 and $8.95.

Fashion Spotlights pictured on these pages are sold at leading stores. Some prices are slightly higher in the Far West. For names of manufacturers, please turn to page 52.

A stream made this close-up possible: Tigers hate to get their feet wet

Two untamed tigers from Gossett's animal farm, Rajah (above) and Rosa, were used for the role of Sheir Khan. Hate Rajah comes through the jungle within a few feet of the camera crew but stops at water's edge. These tigers are not trained that can be impressed by their trainer, Lloyd Roth, who uses only a bamboo cane and talks to them in baby talk.

TIGERS CANNOT BE POSED. So this picture, a "still," is a trick shot, a combination of two photographs. In the film, however, Sabu (Mowgli) took many risks. Sabu is 17, earns $750 a week, is a crack hunter and swimmer.

Jungle Book

The first film appearance of Kipling's classic contains some of the finest animal photography in film history

In the 36 years since it was first published, some 30,000,000 people have read Kipling's beloved "Jungle Book," the story of Mowgli, the East Indian boy who gets lost in the jungle and grows up with the animals for his friends; of his feud with Shere Khan, the tiger; of the misunderstanding with the natives of his village which almost costs Mowgli his life.

This month, for the first time, "Jungle Book," comes to the screen in the $2,000,000 Alexander Korda production in Technicolor.

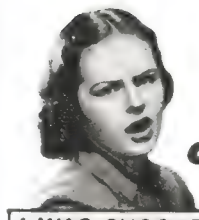
The story is faithfully followed except for an expansion of the romance between Mowgli (Sabu) and the native girl Mahala (Patricia O'Rourke, a newcomer who is half Hawaiian).

The Korda picture, which was shot in 40 acres of man-made jungle near Hollywood, also contains some of the finest animal photography in the history of the screen, as these pictures, taken by Alexander Paal, indicate.

The animal actors presented great difficulties. The wolves fought among themselves; the black panther fought everybody; the monkeys broke loose and roamed neighboring back yards.

But by shooting pictures through glass screen and wire mesh, using wild animals for the long shots and tamed ones for the close-ups and building miles of track for the cameras in the jungle, Korda's crew came through with a stunning spectacle.

CONTINUED ON NEXT PAGE



You can't say that about my husband!

I WAS SHOCKED
LOOK, JOE ROGERS HAS "BINGO"
YES, AND HE'S GOT "B.O." TOO!
BINGO!
ON THE WAY HOME
JOE, I WAS NEVER SO EMBARRASSED—THAT REMARK ABOUT "B.O."—LET'S GET SOME LIFEBUOY SOAP—NOW
YOU BET! I HATE THOSE SISSY SOAPS, ANYWAY
NEXT DAY
HONEY, LIFEBUOY IS GREAT—MAKES YOU FEEL SO CLEAN!
WE WON'T TAKE CHANCES WITH "B.O." AGAIN!
AND NOW
I'M SO PROUD OF JOE, SINCE LIFEBUOY PUT AN END TO "B.O."

TIP TO WIVES:

MEN DON'T LIKE "SISSY SOAPS"!

—they want *real* protection against "B.O." .... *and don't you, too?*

• The new 1942 Lifebuoy is better than ever, with a new added ingredient, a new Vanishing Scent that leaves your skin naturally fresh, clean and odor-free. Same protective lather as before, same mildness, same germ-removing properties—and same familiar package. Get new Lifebuoy today—remember, it's the only popular soap especially made to stop "B.O."

✓ CHECK YOUR POPULARITY RATING

Which of these 5 things is making you unhappy?

- ☐ Can't meet right people
- ☐ Can't get ahead
- ☐ Can't keep friends
- ☐ Can't get invited places
- ☐ Can't find romance

Millions have found that one little thing may mean the difference between success and failure

NEW ADDED INGREDIENT
NEW VANISHING SCENT
SAME PROTECTIVE LATHER
NO "B.O." FOR ME! I JUST LOVE LIFEBUOY'S PURIFYING LATHER—AND SAY, HAVE YOU HEARD ABOUT ITS NEW VANISHING SCENT?
LIFEBUOY HEALTH SOAP

BATHE DAILY WITH *NEW 1942 LIFEBUOY*

FROM HEAD TO TOE—*IT STOPS "B.O."*

Fun without Fuss

Favorite bite size breakfast cereal
Makes delicious, thrifty party snacks

★ Shredded Ralston is nourishing whole wheat shredded and toasted into crisp bite size morsels. Delicious breakfast. Handy and grand for snacks, croutons, out-of-the-package munching. Enjoy it soon, often!

Clip these 2 recipes

Salted Snacks: Melt ½ cup (1 stick) butter in skillet. Add 1 package Shredded Ralston. Sprinkle with 1½ teaspoons salt. Stir while heating about 5 minutes. Big bowlful . . . about 25¢.

Cheese Sticks: Cut American cheese into cubes the size of Shredded Ralston. Place 2 cheese cubes and 2 Shredded Ralston biscuits alternately on tooth picks.

SPOTLIGHT OF FASHION INDEX

Page 48:

Evening dress, $16.95, by **Nite Club Frocks.**

Evening slippers, $3.95, by **Debutante Footwear.**

Page 49:

Black hat, $6.95, by **Elizabeth Hat Co.**

Coro jewelry, $1.95 each, by **Cohn & Rosenberger.**

White gloves, $2.25, by **Studio Weil.**

Patent bag, $5, by **Chas. Inger.**

Evening necklace, $3; and bracelet, $1, by **Rice Wiener.**

Cigaret case, $1.50, by **Zell Products.**

Ronson lighter, $6.95, by **Art Metal Works.**

Tile-red dress, $19.95, by **International Dress Co.**

Black shoes and navy shoes, $8.95, by **I. Miller.**

Navy-red suit, $16.95, by **Gladdy-Colleen.**

Felt hat, $6.95, by **Walter K. Marks.**

Saddle bag, $5, by **Chas. Burstein.**

Fabric gloves, $2.95, by **Jenny Gloves.**

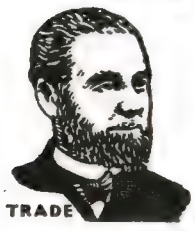
"How America Is Escaping War Nerves"

•

What U. S. citizens are doing to avoid the "black-out blues"

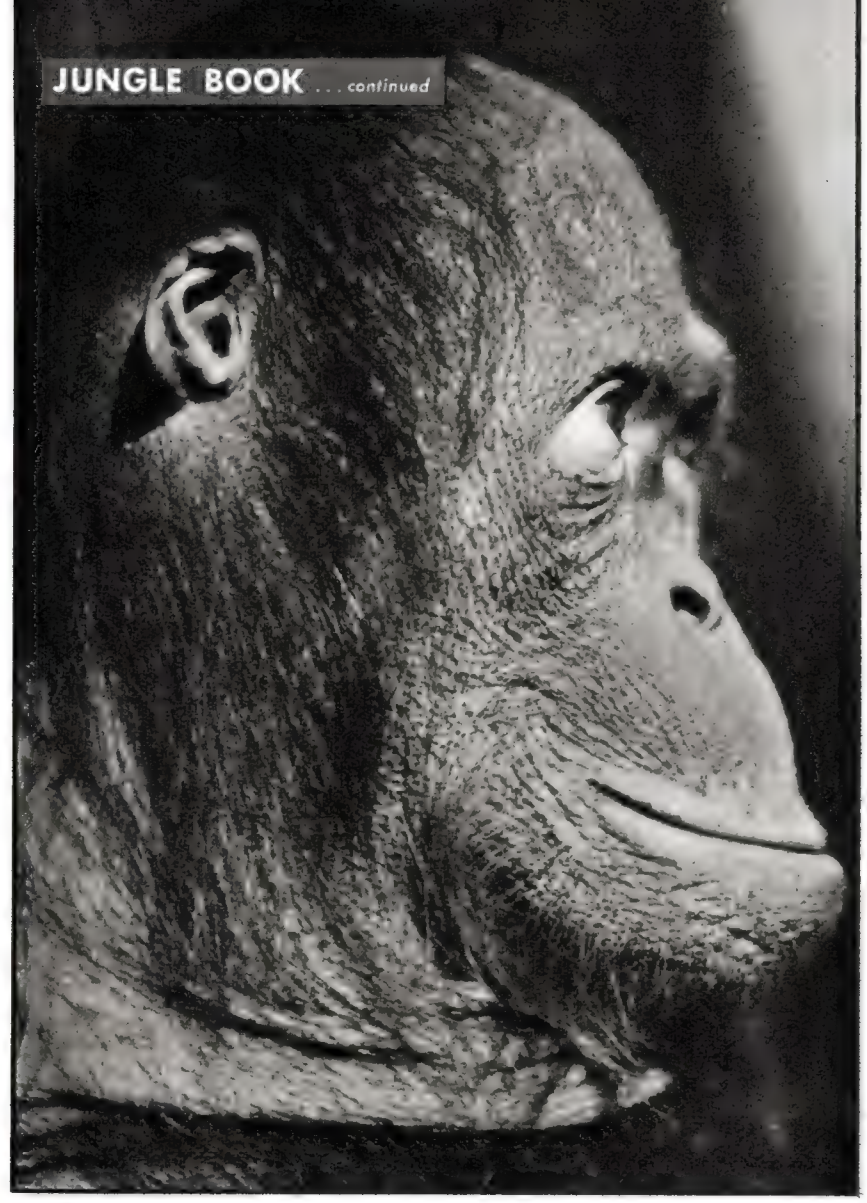
IN THE NEXT ISSUE OF **LOOK**
ON SALE FEBRUARY 24

LOST



Lost—a cough due to a cold—thanks to the soothing action of Smith Brothers Cough Drops. Keep a box handy these days! Two kinds, both good, both effective, both delicious:—Black or Menthol. And still only 5¢.

SMITH BROS. COUGH DROPS
BLACK OR MENTHOL—5¢



THE ONLY TRAINED ANIMAL used in "Jungle Book," Jiggs plays the leader of 300 untrained monkeys, mostly rhesus, with a few spider monkeys and gibbons.

LEADING A LIFE OF LUXURY, Jiggs earns $100 a day, prefers bananas, smokes a pipe, loves to show off. When not working, he wears sweater, hat, overalls.

JIGGS, "THE MOVIE CHIMP," is really an orangutan. A veteran Hollywood actor, he registers in these pictures sadness, thought, anger and mirth.

THE MONKEY ACTORS were all imported from India. They rent for $7.50 a day. The wild monkeys followed their own leader, who in turn followed Jiggs.

Here's one that's really on the ice—
For easy shaves at thrifty price
Use Thin Gillettes and you look slick;
These blades sure mow down stubble quick!

Save Extra Money!
Get The Big New
Economy Package,
12 For 27c

Outlast Ordinary Blades Two To One

4 for 10c
8 for 19c

The Thin Gillette Blade Is Produced By The Maker Of The Famous Gillette Blue Blade

He's got a bigger job now...

TIME WAS when we could urge this boy, and thousands like him, to use our typewriters and fit himself for a better job. But he's not buying typewriters today. He's got a bigger job... the biggest job a man can have. And well he knows how our hopes and prayers march with him.

So this advertisement is not to him, but to millions of stay-at-homes . . . and perhaps it is not even an advertisement. Maybe our typewriters can help you with your daily work; whether they can or not, the point is that we all have that daily work to do. Beside the job given to these boys of ours, our jobs seem small and dull . . . but never in our country's history have they meant so much.

Some millions of us are helping directly, in mines and fields and shops. The rest of us can only do each day's task as it lies before us . . . do it the best we can . . . and then find more to do. Our part is to keep things going at home for these boys of ours. And no hand is fast enough, no day long enough, to do all that we want to do.

L C Smith & Corona
Typewriters Inc

•

Syracuse
N. Y.

Catching Cold?

ACT NOW! This Helps Prevent Many Colds Developing . . .

Just tilt back your head and put Vicks Va-tro-nol up each nostril at first sniffle or sneeze . . . this aids your natural defenses against colds . . . and helps prevent many colds developing.

3-Purpose Medicine.. When a head cold stuffs you up, or transient congestion clogs up nose at night, Va-tro-nol does three important things to bring relief . . . (1) shrinks swollen membranes, (2) relieves irritation, (3) helps clear clogged nasal passages... And brings more breathing comfort. Follow directions in folder.

VICKS VA-TRO-NOL

COUGHING COLDS Relieve coughing spasms and loosen phlegm, ease muscular soreness or tightness with Vicks VapoRub. Its poultice-vapor action brings welcome relief from coughing colds miseries. **VICKS VAPORUB**

PHOTOCRIME SOLUTION

(Page 56) Brenda's fingerprints on the paper indicated, to Cobb, her *innocence*. For Ellen had polished the paperweight—as she told Cobb—between 11 and 11:15 (see clock in picture 2). Therefore, since Brenda's fingerprints were on it *after* it had been polished, it was clear to Cobb that they could have been left there only *after* the murder. Had Brenda murdered Susan with the paperweight her fingerprints would have been removed when Ellen polished it. That Brenda might have committed the murder, wiped her fingerprints off the paperweight, then returned to the study and handled the paperweight a second time was ruled out by Cobb as an impossibility.

His deductions proved correct. Confronted by the evidence, Ann confessed. When Susan told her flatly that she was being disinherited, Ann had flown into a rage, hit Susan on the head with the paperweight, dragged the body behind the screen and carefully wiped the paperweight. Then she left—and returned to "discover" the murder after Brenda left the study at 11:30.

Ann was convicted and sentenced to life imprisonment.

HITLER'S NEXT MOVE

By Leigh White

IN THE NEXT ISSUE OF **LOOK**

On Sale February 24

MOST DANGEROUS SCENE in the picture was this one, because of the black panther. Black panthers cannot be trained and are extremely vicious. Five of them were used to portray the animal Bagheera. They were seldom used in the

EASIEST TO HANDLE of all the animals, also the most intelligent, were the 22 elephants (all females). But even the elephants presented problems. They had to be rubbed down daily with neat's-foot oil to keep their skin from cracking.

scenes with humans. Panthers eat four or five pounds of horse meat daily, are highly susceptible to colds, are fed vitamin capsules. They rent for $100 a day.

They hated to come out of the cool of the jungle for scenes in the hot open spaces. And in the burning-village scene they threatened to stampede.

I don't care if he does drink Borden's HEMO—what will the other horses say?

Copyright 1942—The Borden Company

WHAT WE OWE TO THE RUSSIAN ARMY

By Major George Fielding Eliot

•

HITLER'S NEXT MOVE

By Leigh White

•

CAREERS FOR YOUTH TODAY—NO. 3

GOVERNMENT SERVICE

by Walter Walker

•

BORN LUCKY—The Story of Paul Robeson by Avery Strakosch

IN THE NEXT ISSUE OF

LOOK

On Sale February 24

Photocrime LEGACY OF HATE

by Austin Kiplinger and Ray Foot

How good a detective would you make? Try to solve this short short mystery with the clue pictures on this page.

1 "I will not stand for such hours!" wealthy Susan Greer stormed at her two nieces, Ann Greer and Brenda Vale. "I'll disinherit you both unless you mend your ways! I will see both of you in the study tomorrow—separately. Now—get out!" Blond Ann was smugly silent; exotic Brenda suppressed a sneer.

2 The next morning, housekeeper Ellen Casey carefully dusted and polished the objects on the desk in Susan Greer's study. Where was the old lady? Shortly before Ellen entered the study, she had heard Susan quarreling with one of the girls. Later that day, Inspector Hannibal Cobb faced the girls in the library.

3 "Auntie asked to see us in the study this morning," Ann said. "At 11:30 I saw Brenda leave, so I went in. I found Auntie behind the screen with her head battered in. I called the police." Cobb: "Were you in the study earlier today?" Ann said no. Cobb asked Brenda: "What time did *you* go to the study?"

4 "About 11:15," Brenda said. "The housekeeper was just leaving. I waited for Aunt Susan until 11:30. She didn't show up, so I left." Cobb: "Didn't leave her behind the screen, of course?" Brenda flared: "I did not—I didn't see her!" Cobb: "Was that your first visit to the study today?" Brenda nodded.

5 Suddenly Hannibal pulled from his pocket the boot-shaped paperweight he had taken from the study desk and held it out to Brenda. Marks on Susan's face proved, according to the medical examiner's report, that she had been killed with this object. "This bears your fingerprints," Cobb thundered. Brenda calmly smiled at him: "Naturally—I handled it while I waited in the study."

6 Ellen told Cobb: "I dusted and polished everything on Miss Susan's desk—she was very particular—and left the study at 11:15, just as Miss Brenda came in." Cobb: "Susan was killed with that paperweight between 10 and 11. You three were here alone. Only two have motives; one has unwittingly cleared herself — so *you* are under arrest!" Whom did he arrest? **Solution on page 54.**

12 Do's and Don't's for College Girls

BY GEORGE N. SHUSTER

President of Hunter College

Dr. Shuster

Dr. Shuster has been President of New York City's Hunter College, the world's largest college for women, since 1939. Before that, he was managing editor of *The Commonweal*, national weekly, and wrote many books and articles on English literature. As friend and guide to the 10,000 students now attending Hunter, Dr. Shuster is eminently qualified to advise, through LOOK, the college girl of 1942.

1 **Don't assume that any crisis,** either national or personal, can be settled in a week or a month. Take a deep breath; remember that the human being is geared to last 70 years, if circumstances permit; and move according to the rhythm that span of time suggests. A blitzkrieg wins only the first round.

2 **Don't be in too great a hurry** to prepare yourself for a job. You may make a bad choice or atrophy your best talents. It is strangely true that some of the most easily placed candidates for positions in civil service or business are those who have majored in the classics. It is no less true that demands for highly specialized training may dry up very suddenly.

3 **Do give your college a chance** to carry out its favorite boast that it is educating young ladies. The dean may sometimes seem a pest—but, after all, a woman's hair should be combed; her dress ought not to sag; she should be able to laugh without shrieking; she ought to know what to do with her hands; she must know how to enter a museum without thinking she has discovered a new continent; and she might well understand a little about music.

4 **Don't permit yourself** to think that one author is all that matters in English literature. The most helplessly noncommunicative of human beings are those who have cast the pattern of their speech in one mold. In addition, you will be interesting according as you are acquainted with a number and variety of people in both real life and books.

5 **Don't forget that religion lasts,** while ideologies do not. Have you ever seen anything last that wasn't made of pretty good material? The Dutch, for example, are a great people—never greater than now. And I am sure that the Dutchman who will be longest remembered and cherished is Thomas à Kempis. This remark is not original with me. Hendrik Van Loon, the historian, said as much to me the other day, and I hope he won't mind my repeating it here.

6 **Do love your country,** its institutions, traditions and aspirations, with all your soul. Now, of course, it would be difficult not to. One has only to think of the boys who need you, need you it may be more than any generation of young Americans have needed their sisters and their sweethearts. One may poke fun at one's politicians and even one's neighbors when there is nothing else to do. One may be savagely critical when there is need for criticism. But always let your heart beat more quickly when you sing the national anthem. And then do something about it. Something intelligent and sensible. Do your duty.

COLLEGE GIRL, CLASS OF '42

Helen Ustinick of New York is typical of the new college generation addressed by Dr. Shuster. A Speech and Dramatics major at Hunter, she's going on to Columbia for her MA. She plans to be a teacher.

CONTINUED ON NEXT PAGE

7 **Do learn to know** something about caring for children, about cooking, about balancing a budget, about setting a table and dressing a simple wound. Nothing is so utterly unprofessional as a girl who needs the advice and assistance of a husband on how to make her first-born child comfortable in whatever happens to be the current substitute for a cradle.

8 **Don't treat physical training** as if it were either something which might bite you or something which makes your conversation one long hymn of praise for the prowess of Alice Marble and Larry MacPhail —to the boredom of your friends. Games strengthen the body but also cheer the soul. Many a friendship has been founded on the training field.

9 **Do resolve to dress** in accordance with the suggestions received from Old Sol and eat intelligently, regardless of your dimensions. There is no necessity for an obese figure in a country like ours which affords a varied diet, and there is no aesthetic excuse for a gangly figure. It is, after all, pretty certain that few husbands will model their tastes on Picasso.

10 **Do give what are termed** "extracurricular activities" a try. Some of them are waste motion, but to dispense with them altogether is to deprive yourself of the benefits of democracy in action. Helping to put on a college play or to publish a college paper is very good practice in the fine art of getting on with your co-workers in any job.

11 Don't behave with the opposite sex as if you were on the rim of a volcano. Complete naturalness, as in this picture, is the key to happy companionship. A girl's success in love is assured by being realistic, not romantic; a boy's, by being romantic and not realistic. To triumph over a man, marry him and make him like it.

12 Do try to develop a proficiency in a few basic skills which are not essentials of the college program but do belong to the needed equipment for modern life. Your grandmothers learned to tat and to embroider. You should learn to use a typewriter (preferably touch system) and acquire enough shorthand to take 40 words a minute.

END

and when he woke up he was
Married
...and on the season's gayest merry-go-round of LOVE and LAUGHTER!
Marlene Dietrich ★ Fred Mac Murray
in Mitchell Leisen's
THE LADY IS WILLING
Introducing the screen's most blessed event, BABY COREY The Wonder Baby
with
ALINE MacMAHON · STANLEY RIDGES
ARLINE JUDGE · ROGER CLARK
Screen play by James Edward Grant and Albert McCleery
Directed by MITCHELL LEISEN
A Charles K. Feldman Group Production
A COLUMBIA PICTURE

The First Skiing Family of Vermont

READY FOR A FAMILY OUTING on the snow-covered slopes of Stowe, Vt., are the skiing Shaws (from left): Ann (10), Champion Marilyn (17), Mother, Barbara (15) and Gale (11). The only Shaw not shown is Father, who doesn't ski because he is busy managing Stowe's general store and a local woodwork factory.

The Shaws all ski, and any of them may, like Marilyn, become a champion

When the first autumn snow falls in Stowe, Vt., you can bet that the next edition of the local paper will carry this item:

"Mrs. Gale Shaw and her daughters Marilyn, Barbara and Ann and her son Gale skied from the summit of Mount Mansfield to the stone hut."

The extraordinary thing about the Shaws is not the simple fact that they ski. Practically everybody in Stowe (pop.: 540) skis. If you lived in a town that was snow-covered from October to April, you'd probably ski, too, unless you were too busy taking care of the thousands of skiers who flock to Stowe because it usually has snow when other Eastern resorts haven't.

What makes the Shaws the first snow family of Stowe is the fact that they *all* ski very well, indeed. Seven years ago, attractive Mother Shaw put eldest daughter Marilyn on skis. Five years later, in 1940, when she was 15, Marilyn astonishingly beat the world's best professionals and amateurs to become American Women's Open Combined Champion.

Sister Barbara is just turning 16 and already has several races to her credit. Youngsters Gale and Ann are showing championship promise, although they are not yet in their teens.

THE SHAWS PILE THEIR SKIS on the family Chevy in front of Dad's store, which the skiing boom has made a combination grocery and sports center.

ELEVEN-YEAR-OLD GALE SHAW performs an expert stop under the eyes of his mother (left), who learned to ski about seven years ago, has been teaching her children since.

A BIT OF FRIENDLY ROUGHHOUSE breaks up a practice session. Barbara (temporarily on top) is two years younger than Marilyn, has been shadowed by her sister's amazing record. She may well be sharing the titles some day.

CONTINUED ON NEXT PAGE

ONLY ZENITH HAS THIS!

U. S. PATENT NO. 2164251

WAVEMAGNET

BUILT-IN MOVABLE FOR RECEPTION IN TRAINS, PLANES, AUTOS

A NEW INVENTION—*IT'S DIFFERENT*

THE PORTABLE RADIO GUARANTEED TO PLAY WHERE OTHER PORTABLES FAIL . . .

OR YOUR MONEY BACK

AT HOME OR AWAY, THE YEAR 'ROUND COMPANION

BOAT

A most remarkable invention ...the *Patented* MovableWavemagnet in this new portable radio which you can carry in one hand, self-powered with a light, one-piece battery pack. Ordinarily it works without outside aerial, outside wires or ground.

OFFICE

LISTEN WHILE YOU TRAVEL . . . PLAY . . . OR WORK

Take this wonder portable where ordinary portables will not work efficiently; in a train, airplane, bus, ship, auto or any windowed building where metal construction *keeps out reception*. The secret of why it works while others fail is in the *Patented* Movable Wavemagnet, exclusive with Zenith.

Check up on your next train trip. See how many Zeniths are playing *well* . . . and how many other makes *fail* to do so. Your money back if *Zenith* fails.

WORKS ON LIGHT SOCKET OR BATTERY

If you want to save your battery, plug in to any light socket . . . 110 volt AC or DC.

VACATION

SPORTS

Under No Other Name But Zenith

. . . can you obtain this radio or a portable that *is*, *has*, and *does* so many things! *Patented* Wavemagnet—built-in yet movable—combination battery *and* lighting current operation—loudspeaker *and* earphone reproduction—adjustable to varying conditions—reception at home or traveling. Don't buy until you see and hear the Zenith Universal Portable at authorized Zenith Dealers everywhere.

EARPHONES FOR PRIVACY

Earphones available for sporting events, traveling and the hard-of-hearing. Zenith Hush-a-tone for use in bed. (Both extra equipment.)

TRAIN—PLANE

IF IT HASN'T A WAVEMAGNET —IT ISN'T A ZENITH

Made in Brown, Gray, Ivory and Brown Airplane Fabric and Alligator and Genuine Cowhide

AGAIN A YEAR AHEAD

ZENITH

LONG DISTANCE RADIO

AMERICA'S OLDEST MANUFACTURER OF FINE RADIOS FOR THE HOME

SKIING FAMILY

A HERRINGBONE PATTERN is carved into one of Stowe's many hills as the five skiing Shaws climb in unison. All four children were taught by their mother, but now Marilyn and Barbara are coached by Sepp Ruschp, ex-Austrian expert, who says: "First time I see that family, I know they are remarkable."

MARILYN LEADS BARBARA around a flag as they practice slalom—a whirlwind race that involves plunging downhill while zigzagging between close-set flags.

BOTH SHAW SISTERS (front row) still study in Stowe's little high school. Marilyn graduates this June, plans to enter Smith in snowy northern Massachusetts.

A day on Mount Mansfield

THE NEW CHAIR TOW carries skiers to the top of Mount Mansfield, Stowe's main attraction. The mile-and-a-quarter ride lifts you to 3,550 feet above sea level, costs 75 cents.

MARILYN RIDES THE CHAIR TOW, a thrilling, chilling experience as the cable pulls you over the treetops and the wind sways you to and fro.

"SKATING" TO PICK UP SPEED, the Shaw sisters start down the "Skimeister," one of the many trails that lead to the bottom of Mount Mansfield.

IN THE OCTAGON HOUSE at the top of the chair tow (visible through the window), Marilyn and Barbara eat their lunch and warm their toes. The temperature outside is 30 below.

AROUND THE FIRE, the Shaws sing and swap yarns with fellow members of the international ski fraternity, all of whom turn up eventually in Stowe.

END

Anne Thompson helps a customer solve a decorating problem. Miss Thompson is a successful interior decorator at Gimbels department store in Philadelphia.

CAREERS FOR YOUTH TODAY — No. 2

Department Stores Offer 500,000 Jobs

Second article of a series analyzing occupations especially attractive to young Americans

by WALTER WALKER

EDITOR'S NOTE: *Department-store work is hard, the hours are often long, the pay is not high. But these drawbacks are compensated for by advantages. It is a relatively easy field to break into. It does not demand specialized education. It offers a wide range of job opportunities. And it welcomes the young woman worker.*

In peacetime, 69 per cent of its half million workers were women. Now, even more women are needed to fulfill the government's aim of "gradual but constant substitution of women for men fit to fight."

On pages 66 a1 67 you will find a careful analysis of the best jobs in this field. But, to provide a more intimate introduction to the work, LOOK *pictures first a typical day with Anne Thompson — who is building a successful career at Gimbels department store in Philadelphia.*

Anne Thompson got her first department-store job during the pre-Christmas rush of 1939. For one week she sold gifts to the crowds seething through Gimbels' block-square main floor. Her pay: $13.50. Reactions: bewilderment and aching feet.

But the following August when Gimbels offered her a $15-a-week job, she was ready for another bout. For the first week she stood behind a book counter, wondering why the customers didn't buy books. The personnel manager gave her a 10-minute talk on salesmanship. Thereafter, Anne began to strike up conversations with people who drifted by—conversations about books.

At the end of three weeks, she had become so adept at making buyers out of browsers that she was promoted to the College Accessory Bar. There her pay was augmented with a 1-per-cent commission which raised her earnings to about $17 a week. For six weeks she sold gloves, purses and the like—demonstrating her newly acquired talent for salesmanship by doubling the Bar's weekly gross.

Then came an opportunity to work as a decorating adviser in the furniture department. Although the pay was about the same —$18 a week—Anne accepted eagerly. She realized that this new job would allow her to cash in on her special training and talent—for she had studied art three years after an unsuccessful half year of college.

For three months she answered customers' questions about color combinations, furniture styles and such. Then she was promoted to her present job as a full-fledged interior decorator. Her pay now is about $50 a week—$25 straight salary plus an equal amount in commissions on sales.

DECORATING MODEL ROOMS on Gimbels huge furniture floor, Anne aims to help crystallize ideas of uncertain customers, perhaps entice a customer in search of a chair to buy also a matching table and lamp. "If you don't get a kick out of selling," she says, "you're sunk. If the customer wants a $30 chair, you try to sell her a $40 one. If she wants borax [trade slang for unstylish furniture], you steer her toward a decent piece. It's sort of a game."

ANNE DESIGNS DRAPERIES for a house she is decorating. The owner told her to spend "any amount within reason." Though usually she must make a modest budget go a long way, she enjoys stretching $150 as much as splurging $1,500.

IN THE WORKROOMS, Anne explains a design to the seamstress. Anne's job includes installing furnishings. It may take her 100 miles from Philadelphia. And at least once a month she goes to New York to look and buy.

CONTINUED ON NEXT PAGE

In Laxatives, too, there's a

HAPPY MEDIUM!

EX-LAX is
—not too strong!
—not too mild!
—it's just right!

WHAT kind of a laxative do you give *your* children? One that's so strong it weakens and upsets them? Or one that's so mild it fails to give them real relief?

Then switch to Ex-Lax—the *Happy Medium* laxative! Ex-Lax is as effective as any laxative you'd ever want to give your children. But it's kind and *gentle*, too! It won't upset them. It won't make them feel bad afterwards. What's more, Ex-Lax *tastes good*—just like fine chocolate!

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SOUR STOMACH Try JESTS, the new and different way to get fast, *longer* relief from distress due to excess stomach acid. Pleasant, mint-flavored tablets. Contain no bicarbonate of soda. Guaranteed by the makers of Ex-Lax.
10c A ROLL—3 for 25c

PHOTOQUIZ ANSWERS

(Pages 8-9) 1—(a) wing flaps. 2—(c) artillery. 3—(b) binding. 4—(d) champagne. 5—(a) French cuffs. 6—(a) tiller. 7—(d) "Safety Last." 8—(c) Cecil B. De Mille. 9—(b) plane. 10—(d) Indian clubs. 11—(a) decanter. 12—(c) bowknots. 13—(a) sou'wester. 14—(c) race track; note betting sign. 15—(b) Jacob's-ladder. 16—(d) an amphibian. 17—(d) basted. 18—(c) hip boots. 19—(d) donkey engine. 20—(b) the Far East; he is Gen. Sir Archibald Wavell.

★ ★ ★
BUY U.S. DEFENSE BONDS

USING A SCALE-MODEL ROOM, Anne helps a customer solve a problem in furniture arrangement. Anne's cheerful disposition is a necessary asset. "Even when you want to bash a customer's brains out," she says, "you've got to keep on grinning and agreeing. Else you might lose a sale—and that's a cardinal sin."

AT A CUSTOMER'S APARTMENT, Anne directs uncrating and arranging operations. Because she often works outside the store, she keeps no routine schedule—comes and goes as she pleases. And, since the store is unable to check on her hours, she finds herself working longer than the 44 hours a week required by Gimbels' policy.

The advantages of department-store work are many. It is a relatively easy field to break into. It does not demand that beginning workers have college educations or long experience. So varied are its branches that it is able to use almost any special talent which the worker may possess. And it welcomes women workers.

The disadvantages are the hard work and the relatively low wage scale. But, since almost all workers receive commissions on sales, a good salesman can add substantially to the salary. (Another wage compensation: the 10- to 20-per-cent discount allowed on all employee purchases.)

The successful department-store worker must have physical stamina. He must have a pleasant appearance and personality. He must like selling. And he must get along smoothly with all kinds of people. If you lack these basic requirements, you should avoid the field of department-store work.

Working conditions in the field are steadily improving. Although the six-day week prevails, there has been a trend toward shorter hours. Wages, in the lower brackets, have increased slightly. Most stores are trying to stabilize job security

Best department store jobs →	SALESMAN	BUYER
WAGES & HOURS	From $15 to $25 weekly plus 0.5-per-cent commission. Men usually $2 a week more than women. Some "heavy" departments (furniture, furs, diamonds, etc.) pay by commission alone; earnings for these may run up to $60 a week in season—average $35 to $40. Six day-week is prevalent, but the trend is in the direction of shorter hours.	The buyer—who selects the goods to be sold in a department—generally earns a commission of from 1 to 3 per cent on the gross earnings of the department. In an important department, this may add up to $100 or $150 a week (in exceptional cases, up to $500); in a less important department, $60 to $75. Hours may be irregular, long.
QUALIFICATIONS	Must like people and like to sell. Must possess pleasant personality, physical stamina, patience, neat appearance. Must be adaptable, an extrovert and a ready talker. Must be able to follow orders carefully.	Must be a shrewd trader, a supersalesman, an expert showman and a good gambler. Need a head for figures and steady nerves. Must have a thorough knowledge of merchandise (gained behind a counter) and a keen sense of style. Must keep sales people on their toes.
PREPARATION	High-school education is most desirable but not absolutely essential. College education will speed your advancement. Get selling experience of any kind—clerking in a small store or even running a newspaper route. Develop any special talent you have—it will be useful in department-store work. (For example, if you can sew, you have an entry into Alterations; if you're an artist, head toward Display.)	Formal education much less important than practical training. Learn merchandise and markets as a salesman, comparison shopper, model or errand boy in a store. Or get any minor job in a New York agency which buys for a group of small independent stores. These resident buying offices offer tough but thorough training. Study style and trade magazines regularly and carefully.
HOW TO BREAK IN	Apply at store employment office. Try for Saturday work while you are still in school. Try to get on as an extra during pre-Christmas or pre-Easter rush seasons. In applying, be specific: Explain which department you prefer to work in; stress any special talent or ability you have. Might try for your first job in a neighborhood grocery store or a dime store. Any over-the-counter work is a start.	Get any kind of department-store job as a starter. Then try to get transferred into the department of your choice—and try to pick a lowly one where competition isn't cutthroat. Sell yourself to the buyer for that department. Make yourself so useful to her that you'll eventually be able to squeeze yourself into the assistant buyer's job.
THE FUTURE	Almost every top-flight retail executive started behind the counter. Successful young salesmen graduate into section managers at from $25 to $50 a week, into assistant buyers ($25 to $90 a week) and into the various other jobs which are described in the panels to the right.	An assistant buyer becomes a buyer. A buyer moves to a bigger department or to a bigger store. May become merchandise manager in charge of a string of buyers (and some of these managers make $1,000 a week).
WARNING	Seasonal layoffs hit the business like plagues. Store politics have to be reckoned with. Competition is tough, and no holds are barred. BUT, if you keep your sales record near the top of the list, your job will be safe, and your advancement will be steady.	The pace is terrific, the pressure unrelenting, the competition deadly, the work exacting. You must match wits with the smartest people in the business. You can never rest on past success—you've got to keep winning to avoid falling back. BUT few department-store jobs offer as much excitement, variety, education and cash as these do.

ANNE SHOWS A CHAIR to a customer. If the man decides to buy it, she will probably ask one of the regular furniture salesmen to complete the sale. Her own commission is 1 per cent on all business she originates—not just on the sales she personally makes. She does about $2,500 worth of business a week but by 1943 hopes this will be $4,500 —which will raise her weekly earnings to $70.

A MIDAFTERNOON PAUSE for a change of shoes—a trick to ease tired feet. "It's darned hard work," Anne admits, "but I wouldn't quit. Maybe when I 've learned a lot more I'll try to get a job in New York. On Fifth Avenue . . ."

STYLIST	COPYWRITER	PERSONNEL
Stylists (usually women) are fashion experts who advise on the selection and presentation of merchandise. Authority and pay vary widely. Some make as low as $25 a week, some above $150. Hours are fairly regular but involve overtime work when fashion shows are arranged.	$16 to $25 for beginners, $35 to $75 for experienced workers, with a few jobs up to $150. Hours are sometimes irregular but are not overlong. Daily deadlines, however, produce unending pressure.	This department — which handles hiring, firing, wage-hours—has three divisions: employment, training, welfare It uses clerks ($18 to $25 a week), interviewers and training aids ($25 to $35) and a few minor executives up to $75. Hours are regular: 40 to 44 a week.
Must be poised, confident and artistic. Need a sense of showmanship in arranging and staging fashion shows. Must be diplomatic in advising jealous buyers. Ability as public speaker is very helpful.	Real flair for writing and selling. Must be original, imaginative. Must be able to write fast and under pressure. Wide fund of general information useful. There is no room for an artistic temperament in this field.	Must have a calm, confident, perfectly balanced personality. Must thoroughly enjoy working with people. Above average intelligence, no instability of temperament. Teaching ability, real sense of humor, unending sympathy. Only true diplomats reach the top here.
High-school education almost essential; additional specialized education very useful. If possible, take college or trade-school courses in fashion design, display, retailing. Study public speaking. Attend fashion shows regularly. Observe window displays critically. Study thoroughly the style magazines, the trade journals and the store ads.	High-school education essential; college, useful. Take courses in ad copywriting. Work on school publications Read widely—especially magazines and newspapers. Study the ads carefully. Learn to typewrite. Learn rudiments of advertising layout and typography. Cub reporter's job on your local paper is good fundamental training.	High-school education essential; advanced education helpful. Take courses in education and business administration. Stenographic and bookkeeping training useful. Develop your instinct for leadership in school clubs, teams. Begin to familiarize yourself with labor legislation. Go in for extracurricular activities in school: debating, public speaking, athletics, etc. Do volunteer social work.
If you have the figure for it, a manikin's job is a first-rate steppingstone toward a career as stylist. Might begin as a helper in the display department—decorating windows, etc. Work as a comparison shopper (who shops in competitive store to compare merchandise and prices) offers practical experience. A clerical or stenographic job with a wholesaler also offers a beginning for an aspiring stylist.	Might begin as stenographer in ad department. Some ad agencies hire apprentices and train them—such a job is a good entry into the field. But best idea is to get a job as salesman, for copywriting is salesmanship in print. As you sell, study the customers, the merchandise and your store's ads. Practice rewriting the printed copy. Show your efforts to ad manager; offer him any ideas you have.	A sales or clerical job is the first step. Then become very active in after-hour store activities—clubs, teams, etc. Get to know as many workers as possible. Study work routine and make suggestions for improvement. Join any workers' welfare organization. A teaching job—especially vocational subjects—is another good begining.
May become a buyer at higher pay. If you have exceptional artistic talent, you may go into designing. Or you may remain a stylist and go to work for one of the big metropolitan department stores at a high salary.	Copy chief, who directs other ad writers, may make from $75 to $125 a week. Ad manager makes from $100 to $200 a week. Department-store copywriters often move to ad agencies, where writers make up to $250 a week.	Head of training or employment or welfare divisions makes $50 to $100 a week. Personnel director, $75 to $150. Vice-president in charge of labor relations in a big department store may make up to $12,000 a year. Might move into industrial-personnel work at very high pay.
There are relatively few stylist jobs. You must keep abreast or ahead of fashion trends or you will have no job. BUT, if you have the necessary energy, the ability and the stamina, a stylist's job will offer you variety, excitement and a liberal education in merchandising.	Literary ability alone is not enough—you must also have sales ability. The work is hard, not as exciting as it sounds. BUT the pay is above average, and you don't have to stand up all day. (Also, this is one of the few department-store jobs which is suitable for the introvert.)	You will be faced with endless and painful problems in human relations. You must be part psychologist, part lawyer, part Dutch uncle. Myriad details demand high efficiency. Top executives likely to underestimate importance of your department. BUT few jobs in the department-store field offer more opportunity for real achievement.

END

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